Second Annual Top Resources Study

Photo: Portraits in 60 minutes

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Chain Store Age

GENERAL MERCHANDISE TRENDS SEPTEMBER 1987

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John English's MultiVideo battles the electronics goliaths

TWO DOLLARS PER ISSUE

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CHAIN STORE AGE General Merchandise Trends (ISSN 0885-050X) is published monthly by Lebhar-Friedman Inc., 425 Park Ave., New York, N.Y. 10022, and is distributed free-of-charge to qualified retailers and wholesalers in the United States and Canada. Non-qualified retailers, manufacturers and all others, $25 a year; Canada $27 (U.S. $) a year. Retailing schools and libraries, $15 a year; Canada $17 (U.S. $) a year. Foreign subscriptions: Airmail only, $125 a year. Single copy rate $2. Second Class postage paid at New York, N.Y., and at additional mailing offices. Vol. 63, No. 9. Copyright © 1987 by Lebhar-Friedman Inc. All rights reserved.
ALL CORRESPONDENCE should be addressed to Executive Offices, Chain Store Age General Merchandise Trends, 425 Park Ave., New York, N.Y. 10022. For a change of address, six weeks notice to Circulation Fulfillment Director, 305 Madison Ave., Suite 535, New York, N.Y. 10164-0659, is requested. Give old and new address and zip code. If possible enclose address portion from cover on previous issue. Postmaster: Please send address changes to *Chain Store Age*, General Merchandise Trends, Subscription Dept., 305 Madison Ave., Suite 535, New York, N.Y. 10165-0079. Member Audit Bureau of Circulations, Second Class Mail Publications Inc., and Magazine Publishers Association.
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Sam's No. 1 in wholesale clubs

Many in the business credit Sol Price for the invention of the membership wholesale club, but it is Sam Walton who is getting the greatest recognition from the customer.

According to an exclusive *Chain Store Age*/Leo J. Shapiro & Associates telephone poll, Sam's Wholesale Club is the most frequently shopped of the warehouse clubs.

In the nationwide survey, about 1 in 5 warehouse club shoppers (20.2%) report having shopped Sam's Wholesale Club at least once for either business or personal purchases. And Walton's share of the new market is growing.

Spending at wholesale clubs gains*

*Average amount spent on last shopping trip

Source: *Chain Store Age*/Leo J. Shapiro & Associates

San Diego-based Price Club pulls in second to Sam's, named by 13.4% of the families in the poll. Following are Skokie, Ill.-headquartered Warehouse Club and Denver-based Pace, each named by 6.8% of the survey households.

Who is shopping wholesale clubs? Surprisingly, the survey reveals that only about 21% of the total dollars spent at wholesale clubs is for goods that end up at the office or the store. A whopping 79% of purchases are for merchandise that is used at home.

Though business shoppers report spending $643 annually, compared to $289 for customers who do no business shopping, not all of the business shopper's merchandise ends up at the office. About half of what they buy is used at home, they tell the pollsters.

HouseWorld Expo selects 1988 site

Housewares shows are much in the news these days.

Before the HouseWorld Expo even opened its doors in Las Vegas, Nev. last week, its sponsor, The Interface Group, passed the word that the 1988 edition would be held in New York City. It has been scheduled for June 28-30 at the Javits Convention Center.

Meanwhile, the National Housewares Manufacturers Association has set the dates for its two 1988 Expositions at the McCormick Place complex in Chicago. They are Jan. 10-13 and July 10-13.

New officers elected at the NHMA's recent board meeting will oversee the shows. Bill Ripley, Pfaltzgraff Co., was named to succeed Tom Manning, Rival Manufacturing Co., as NHMA chairman. Robert Furer, Acme Frame, was elected vice-chairman, and Edward Fogarty, Corning Glass Works, treasurer.

At the same time, Judy McBee, WearEver-ProctorSilex, was appointed by the NHMA to serve on the executive committee with Ripley, Furer and Fogarty through 1988.

In moving HouseWorld to New York, Interface is severing strong ties it has had with Las Vegas for many years through the electronics industry.

According to Ron Fippinger, the move has been prompted by the "concentration of retail merchandising power on the East Coast." Available for the show, he said, is the Javits Center's third floor, which can accommodate 2,000 booth units.

Martha Stewart joins K mart

K mart has chosen Martha Stewart, a syndicated columnist and author of five books on entertaining, to polish the image of the company's new Home Fashion Division.

As a company spokeswoman, Stewart is expected to attract part of her already established upscale following to K mart. Through advice, she will also work to introduce core K mart shoppers to the products needed for better entertaining.

The aim is to capitalize on the nation's new habit of staying at home, while repositioning the chain's stores as destination stops for fashion housewares and domestics, says K mart President Joseph Antonini.

Stewart's five-year contract provides for television commercials, beginning Nov. 3, and personal appearances.

She says she will also consult with buyers on their merchandise decisions. A private label line bearing her name could reach K mart shelves within a year.

"This is category merchandising," Antonini says of the proposed line. "You bring items together into a group."

The program will begin with Kitchen Kornerstones, POS cards providing free tips on cooking, table decor, kitchen products and home entertaining.

Antonini says K mart will place signs and more than 10 million copies of the cards in 400 stores, starting next month. Other K marts will enter the program next year.

The kitchen and domestics departments will also get a more open look. K mart will eliminate the towers in Kitchen Korner, for example.

"These two departments are key to us," Antonini says, "because the home and its place in the American lifestyle is of great importance to consumers."

No summer blahs for TV shopping

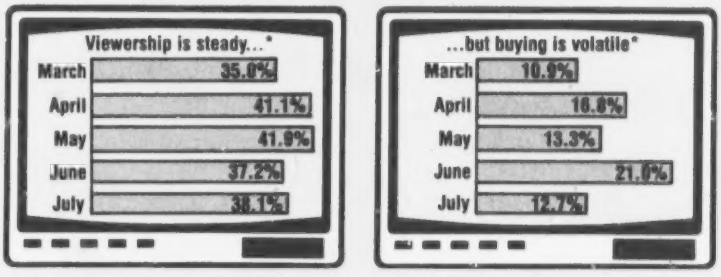
The latest *Chain Store Age*/Leo J.Shapiro & Associates ratings for home TV shopping indicate that unlike regular broadcast TV, audience size for the new format did not shrink during the summer months.

In fact, the nationwide telephone survey reveals that the typical American family watched an average three hours of TV shopping in July, compared to about two and one-half hours this past spring.

While viewing is steady, actual buying is highly volatile, according to the survey. The number of viewers who report buying jumps around from month to month, with as few as 11% saying they bought in the March poll to as high as 21% in June. In the most recent survey, the number is 13%.

Why with a relatively stable audience size does buying appear so volatile? The answer is "people churning," or different people moving in and out of the TV shopping audience every month, according to Shapiro president George Rosenbaum.

TV shopping's contradiction



*% households reporting watching and buying from TV shopping programs.

Source: *Chain Store Age*/Leo J. Shapiro & Associates

"What's probably true," Rosenbaum says, "is that each month's audience is composed of a core of steady viewers and a layer of new viewers."

Rosenbaum continues, "The new viewers appear to balance out the dropouts. The exchange of new viewers and audience dropouts makes sales uneven. If this dynamic changes, namely that the shows fail to find new viewers to balance departing viewers, sales would begin to level off sharply."

Some cable operators are wary of taking that risk, and it is becoming difficult for new shopping services to find cable channels. Shop Television Network, a joint venture with J. C. Penney, is offering cable operators a "risk-free" package if they carry the TV shopping service.

For six months after its launch, Shop Television Network offers to match the highest commission paid by any of the cable operator's current TV shopping services. The royalty guarantee is recoupable against a 5% commission.

Mr. Coffee serves retail concern

Housewares retailers will be watching Mr. Coffee closely under its new ownership to see if the company can maintain the No. 1 position it has enjoyed in drip coffeemakers under the aegis of its co-founder, Vince Marotta.

A merchandising vp for a major catalog showroom echoed the sentiments of many retailers when he said, "It remains to be seen whether the new company remains as aggressive in the marketplace as Marotta. If it doesn't it will lose its excellent market share.

"Marotta," he added, "was willing to work on pennies; the new management may want to work on nickels. What's more, Marotta is an entrepreneur. It is not always easy for a new company to learn how to be entrepreneurial," he said.

New owner of North American System Inc., pioneer of the automatic drip coffeemaker in 1972, is a partnership formed by the New York-based securities firm, McKinley Allsop Inc. The company, which is being renamed Mr. Coffee Inc., was acquired from Marotta and co-founder Samuel L. Glazer last month in a leveraged buyout.

North American Systems is said to have annual sales of about $120 million. Terms of the transaction were not disclosed.

In addition to associates and executives of McKinley Allsop, the partnership includes housewares industry veteran Jack Eikenberg, who was named president of the new company, and select members of North American System's senior management team.

Eikenberg is no stranger to the housewares wars, having been president of Revere Ware, Cuisinarts, and most recently Towle's National Housewares division.

The Mr. Coffee sale caught many in the industry off guard. As result most retailers have adopted a wait and see attitude on what effect the change in management will have on the company.

A merchandising vp at a major Midwestern discount chain, said, for example, "They (Mr. Coffee) have a very desireable product. But we won't know which direction the new company will take to maintain market share until programs are announced later this year. Right now, though, the move will have no immediate impact."

Strengthening its position in department stores would seem to be a worthy objective for the new owner.

Ray Berger, dmm at Marshall Field's, illustrates what they are up against here. He said flatly, "We don't carry the line. It's not for us."

An East Coast department store dmm hopes the new owners will concentrate on improving the quality of the product. "We have had a lot of problems with the line" in this regard, he said. As a result, the executive is seeing his customers turning more and more to Krups units.

CAN VENDORS AFFORD TO REST ON THEIR

LAURELS

The second annual Top Resource Study reveals the vulnerability of a vendor's position. It can fluctuate as dramatically as the retailing market itself.

If Chain Store Age's second annual Top Resources Study proves anything at all, it is that even the most well established brands of a product are vulnerable when it comes to aggressive competition from old-timers and newcomers alike.

Ten dominant top resources										
	Total performance	Brand mentions	Good profit margins	Co-op ads	On-time delivery	Consumer ad support	Sell-through	Packaging	Sales & service	Turnover rate
1. Film/Kodak	89.0%	100.0%	78.6%	82.8%	84.4%	93.3%	96.9%	90.6%	87.1%	96.9%
2. Batteries/Duracell	79.4	84.6	61.5	80.0	84.6	83.3	76.9	75.0	90.9	84.6
3. Preschool toys/ Fisher-Price	68.5	93.8	45.2	75.0	64.5	83.9	71.9	75.0	62.5	71.0
4. Irons/Black & Decker	61.4	83.3	55.2	70.8	51.7	66.7	55.2	72.4	57.7	63.3
5. Electric blankets/ Northern	52.2	80.7	58.4	50.0	50.0	51.8	51.7	58.1	59.2	48.2
6. Toy activity sets/ Milton Bradley	48.9	80.0	41.4	34.6	43.3	55.6	53.3	50.0	51.7	60.0
7. Action figures/Hasbro	46.1	79.4	59.3	40.0	39.3	46.7	51.6	50.0	27.3	56.3
8. Watches/Timex	45.4	54.6	29.0	45.8	39.3	57.7	48.3	42.3	54.2	50.0
9. Greeting cards/ American Greetings	45.0	69.4	50.0	62.5	42.9	40.0	45.5	40.0	41.9	40.0
10. Light bulbs/Sylvania	44.8	66.7	44.4	57.1	44.4	28.6	33.3	55.6	50.0	44.4

Source: *Chain Store Age*/Leo J. Shapiro & Associates

Nowhere is this fact more evident than in the consumer electronics field where Scotch, a virtually ignored line last year, has emerged as the top performer at retail this year in blank video tapes and a contender in blank audio tapes. Significantly, with Scotch's rise, the better known Sony line has fallen from among the top three resources in both areas.

Meanwhile in the toy arena, Dakin, a lightly regarded line last year, has come on to dethrone Gund as top plush toy supplier for retailers this season.

Although Chicago Cutlery has maintained its substantial lead, Stanley Roberts' Rogers improved dramatically to push into second place in the cutlery sweepstakes.

One of the more dramatic shifts, however, has occurred in typewriters. Brother, which had a commanding lead in 1986, has been toppled by Smith-Corona, a distant runner-up last year. Brother's sharp drop, coupled with a significant rise in buyer estimation of Smith-Corona, has left it with a healthy lead over Brother in 1987.

These developments are just some of the findings in the second annual *Chain Store Age*/Leo J. Shapiro & Associates Top Resources Study.

The *CSA* report attempts to measure the way buyers rate brands in 39 product categories. The study surveyed discount and department store buyers and merchandise managers in seven different product areas—consumer electronics, stationery, housewares, home textiles, photo/camera, toys and jewelry. The merchants responded only in their areas of expertise.

Retailers were first asked to name all resources that come to mind when a particular product is mentioned, and then were asked to select their best performing product based on eight criteria. These are: good profit margins, co-op advertising, on-time delivery, consumer ad support, turnover rate, sell-through, packaging, and sales staff and service.

Responses were tabulated to determine the best overall performer.

Some of the unsurprising data disclosed in the study were the facts that Kodak was judged best performing film supplier by a whopping 88% of the retailers, and that Duracell was the favorite battery producer of 79.4% of the respondents.

Black & Decker was voted top iron resource by 62.2% of retailers canvassed in the study, a good indication that it has finally made the transition from the GE name in the mind of the retailer.

Though Sunbeam does not market electric blankets under its own name, many buyers seem to think it does because of its Northern Electric connection. While its Northern Electric division garnered 35.5% of the vote. Sunbeam was cited by 16.7%.

The upsurge in interest in both the Scotch tape lines and Dakin toy products can be traced to the two firms' broader distribution this year, particularly in discount chains.

Profitability, or lack of it, has been the prime reason for Brother's downfall in the typewriter market. Only 20% of the buyers this year are satisfied with Brother's profit margins, compared with 56.3% last year. At the same time, Smith-Corona improved its position in turnover and sell-through, while Brother faltered in these criteria.

While profitability is an important one, it is not the sole major consideration determining a retailer's choice of lines.

Anchor Hocking is a case in point. Some 20% of the discount chains cited its good profit margin, rating it above both Rubbermaid's and Corning's lines, whose profit margins were approved each by 13.3%.

Still, Anchor Hocking ranked third behind Corning and Rubbermaid in the total discount chain picture because of Corning's better advertising support and packaging, and Rubbermaid's better turnover, sell-through, cooperative advertising, and sales force and service.

Similarly in the cars-truck segment of the toy market, Nylint enjoyed the support of 33.3% of the discount chains voting in the study when it came to profit margins.

Yet, it was not even a close second in total performance to Tonka, cited for good profit margins by 11.1% of the discounters. Here again, the top rated company far outpolled its rival in ad support, turnover, sell-through and packaging.

By the same token, Hasbro's action figures toys earned higher marks from department stores in profitability than Mattel's but still came in second to the latter in overall performance.

The *CSA* study shows that vendors who comfortably sell both sides of the street, are often the most popular resources.

Probably the best illustration of this is Black & Decker, which had a total approval rating from over 60% of both discounter and department store.

Corning, Rubbermaid and Anchor Hocking microwave cookware lines were also as highly regarded by mass merchants and department stores. In the toy area, Fisher-Price, Tonka, Milton Bradley, Mattel, Hasbro and Lego received high dual marks.

In many instances, though, department stores and discounters try to avoid direct competition on product lines. This tendency is reflected in the name brands that appear on the department stores' preferred list but not the discounters'.

In merchandising draperies and curtains, for instance, lines most mentioned by discounters were Lichtenburg and Corona. Department stores, on the other hand, favored Burlington and Croscil.

Similarly, department stores give the nod to Revere and Farberware in metal cookware, while mass merchants like Wearever and Mirro.

The list of top retailer resources this year shows little change from the past. In a few areas, it is a matter of one or two companies reversing positions. For instance, Sheaffer Eaton and Mead were one-two in date books last year but are two-one this year. Corning took over first spot in microwave cookware from Rubbermaid this year. In 1986, Corning ran second to Rubbermaid.

The lineup remained unchanged in most other categories. TDK and Maxell were the one-two most favored in blank audio tapes; Libbey and Anchor, glassware; Cannon and Fieldcrest, sheets/pillowcases; Bushnell and Tasco, binoculars; and Hasbro and Mattel, action figures toys.

Probably the most stable category is drapery hardware. There the top companies in 1986 are holding their position this year. Kirsch is No. 1, followed by Newell, Graber and Kenney.

***In a dramatic shift,** Smith-Corona was judged most favorable in typewriters.*

Besides Sony, there were other brands that dropped off the list of top suppliers in various categories. Among the missing in housewares are Ekco, Foley, Oneida, and Lifetime Cutlery. In action toys, low on the list this year are last year's highly rated LJN, Kenner and Coleco, the marketer of the Cabbage Patch doll.

For the *CSA*/Leo J. Shapiro study, 218 buyers from major department store and discount store chains were interviewed. Seventy-one percent of the respondents had the title of buyer or assistant buyer for a particular product category or categories. Another 10% were merchandise managers, while the remaining 19% were either merchandise managers or held another title but did have responsibility for buying of particular merchandise. In most instances, buyers reported for more than one category. □

—Bob Okell

Electronics: new players on the circuit

The top choices reflect a new line up. Scotch and Smith-Corona are among the new leaders.

Scratch Sony and add Scotch to the ranks of retailers' top consumer electronics resources. This year Sony has dropped off the list of blank video and audio tape brands most favored by retailers. Replacing it is Scotch, a low man in the 1986 report, but No. 1 this year in video tapes and in fourth place in audio tapes.

Scotch's dramatic climb can be traced to the line's broader distribution this year. It was not rated best by any department store in last year's study but was cited by 17.1% this year as a top resource. By the same token, 28.8% of the discount stores in this year's report gave Scotch a high rating, compared to 5.4% in 1986. Sony also suffered from considerably lower retailer estimation of its performance in other criteria, notably sell-through, and profitability.

There was little change in supplier status in other product areas, except typewriters. There Smith-Corona dislodged Brother as top brand in the category. Here are how the top resources shape up individual categories.

Blank video tapes: From out of nowhere comes Scotch brand to become the top performing line at retail this year. In so doing, it vaulted

Department stores: Panasonic is a key line in electronics

Brand	Total performance	Brand mentions	Good profit margins	Co-op ads	On-time delivery	Consumer ad support	Sell-through	Packaging	Sales & service	Turnover rate
Blank video tape										
1. Maxell	30.3%	46.2%	30.8%	20.0%	30.8%	23.1%	30.8%	38.5%	27.3%	38.5%
2. Scotch	17.2	23.1	15.4	20.0	15.4	23.1	15.4	15.4	18.2	15.4
3. RCA	16.2	15.4	15.4	20.0	15.4	15.4	15.4	15.4	18.2	15.4
Telephones										
1. AT&T	27.6	41.7	25.0	27.3	27.3	27.3	27.3	30.0	30.0	27.3
2. Panasonic	25.3	33.3	16.7	18.2	36.4	27.3	27.3	30.0	30.0	18.2
3. GE	20.7	25.0	16.7	18.2	18.2	27.3	18.2	20.0	30.0	18.2
Telephone answering devices										
1. Panasonic	35.4	45.5	27.3	27.3	40.0	30.0	40.0	40.0	40.0	40.0
2. AT&T	19.5	27.3	18.2	18.2	20.0	20.0	20.0	20.0	20.0	20.0
3. Sanyo	9.8	9.1	9.1	9.1	10.0	10.0	10.0	10.0	10.0	10.0
Blank audio tapes										
1. Maxell	25.0	53.8	23.1	10.0	27.3	23.1	33.3	30.8	25.0	25.0
2. TDK	24.0	38.5	23.1	30.0	27.3	15.4	25.0	23.1	33.3	16.7
3. Memorex	16.7	30.8	15.4	10.0	18.2	23.1	16.7	15.4	16.7	16.7
Typewriters										
1. Smith-Corona	39.2	60.0	40.0	40.0	50.0	40.0	40.0	33.3	30.0	40.0
2. Brother	17.7	50.0	20.0	20.0	10.0	20.0	10.0	22.2	20.0	20.0
3. Panasonic	13.9	40.0	10.0	10.0	20.0	10.0	20.0	11.1	20.0	10.0
Calculators										
1. Sharp	30.6	55.6	33.3	33.3	22.2	22.2	33.3	33.3	33.3	33.3
2. Texas Instruments	30.6	44.4	22.2	33.3	33.3	33.3	33.3	33.3	33.3	22.2
3. Casio	19.4	33.3	11.1	22.2	11.1	11.1	22.2	22.2	22.2	33.3
Portable stereos										
1. Panasonic	19.4	57.1	8.3	16.7	23.1	15.4	35.7	25.0	15.4	14.3
2. Sony	19.4	35.7	25.0	16.7	30.8	15.4	21.4	16.7	15.4	14.3
3. Magnavox	18.4	28.6	8.3	25.0	7.7	23.1	14.3	25.0	23.1	21.4

Source: *Chain Store Age*/Leo J. Shapiro & Associates

over Maxell, Sony, TDK and RCA, the top four contenders respectively in 1986.

This year, lines from five companies—Scotch, Maxell, TDK, Memorex, RCA in that order—are preferred by over 75% of the buyers reporting in *CSA*'s study. Sony ranked sixth out of more than a dozen lines mentioned with a good rating from 9.7% of the respondents.

Scotch's first place overall finish is largely due to its advertising policy, sell-through, and sales force and service to dealers. Although it does well, Scotch still lags behind second place Maxell in profitability, turnover, and on-time delivery.

While discount chains favor Scotch, Maxell holds a commanding lead in department store preference. Scotch received a top performance rating from 29% of the discount chains, while Maxell is favored by 30% of the department stores checked. TDK is second choice of discount stores; Scotch the second of department stores.

Blank audio tapes: Unlike 1986 when five vendors accounted for all but 22% of the votes, this year three suppliers were preferred by 80%. TDK, Maxell and Memorex, the 1986 leaders, built their lead to scores of 30.8%, 27.8% and 22%, respectively. Memorex took over third place, from Sony, which has dropped to close to the bottom of the list. A distant fourth with 7% acceptance was a newcomer to the list, Scotch.

In evaluating the audio tapes, slightly more than 1 out of 3 discounters like TDK, while 29.8% favor Maxell and 26% Memorex. TDK's biggest plus was on-time delivery cited by nearly half of the respondents. It also received higher marks than its competition in cooperative and consumer advertising support. TDK and Maxell are in a flat-footed tie on profitability, however, each garnering a 31.3% rating on margins.

Maxell and TDK fared better with discount chains than department stores. Some 30% of the mass merchants favor Maxell; 36%, TDK. In department stores, Maxell was picked by 25%; TDK by 24%. Both channels of distribution found the two companies' profit margins good by consumer electronics standards. Each was applauded by 33.3% of the discounters, and 23.1% of the department stores.

Telephones: In this fast growing segment of the home electronics market, AT&T is the top selection of department stores polled by *CSA*. Its victory margin was admittedly slim. The line is favored by 27.6% of the department stores, compared to the 25.3% who prefer Panasonic and the 20.7% who like GE.

On the discount scene, however, GE is champ, garnering 32.1% of the votes to 15.3% for Panasonic. AT&T's share was 11.7%, behind ITT's 13.1% and Bell's 12.4%.

Thanks to its record in discount chains, GE registered the best overall performance rating of the telephone suppliers mentioned in the survey. It was selected by 27.7% of the retailers. Panasonic was second-best, cited by 19.2%. AT&T pulled up third with 17.9% of the vote.

Discounters gave a big edge to GE in co-op and consumer advertising, turnover rate, on-time delivery, and sales force and service. Elsewhere, GE shared the vote

equally with Panasonic on sell-through; with Bell on packaging.

In department stores, on the other hand, profitability, turnover, and co-op advertising made the difference for AT&T. The company outperformed its nearest rivals, GE and Panasonic, in these key areas by a 9-point margin. Panasonic turned the tables when it came to on-time delivery. It outscored second place AT&T there by an equally sizeable difference.

In other criteria, the ratings were closer. In co-op advertising, for instance, Panasonic shared first place with GE and AT&T in consumer advertising (27.3% of the department store vote); and with AT&T in sell-through (27.3%). Similarly, Panasonic and AT&T were equally highly regarded for their packaging and sales force and service, acclaimed by 30% of the respondents. GE received 30% of the votes for its sales force and service.

Telephone answering devices: When it comes to leadership here, there is little contest. Panasonic has it hands down, with 29.3% of the merchants surveyed giving it a top performance rating. Its nearest competitor overall all was GE with 11.6% and AT&T with 10.5% of the votes.

Panasonic received considerably larger support from department store buyers (35.4%) than it did from discount chains (24.2%).

Discounters were also inclined to favor GE (21.1%) and Cobra (18.2%).

In department stores, AT&T was several lengths behind Panasonic with 19.5% of the vote. It, in turn, was followed in third spot by Sanyo with 9.8% share. Panasonic's strong showing is reflected in the fact that it received highest scores from department stores in all eight criteria in the study.

Panasonic was on less secure ground in discount chains. Profit margins is a case in point. In that critical area, mass merchants picked Cobra over Panasonic 23.1% to 15.4%. At the same time, GE outpointed it 27.3% to 18.2% in co-op advertising. Elsewhere, Panasonic shared leadership with GE in consumer ad support, each selected by 27.3% of the retailers. Panasonic, GE and Cobra are favored by the same number of discount chain buyers (23.1% each) as far as turnover rate goes.

Panasonic has no peers, however, in sell-through, sales force and service, and packaging, garnering respectively 30.8%, 33.3% and 23.1% of the discount chain votes.

Typewriters: In one of the most dramatic swings in fortunes for a company in years, Smith-Corona vaulted over Brother for top overall performance by a wide margin. In 1986, Brother was chosen best brand by more than half of the buyers, with Smith-Corona cited by 24.1%. This year Smith-Corona scored with 32.5% of the retailers; Brother, 21.7%.

Analysis of results from the 1986 and 1987 studies shows that the

Discount chains: Scotch, GE pace CE performers

Brand	Total performance	Brand mentions	Good profit margins	Co-op ads	On-time delivery	Consumer ad support	Sell-through	Packaging	Sales & service	Turnover rate
Blank video tape										
1. Scotch	28.8%	55.6%	21.4%	23.1%	26.7%	38.5%	29.4%	37.5%	23.1%	29.4%
2. TDK	16.9	44.4	7.1	30.8	20.0	23.1	11.8	18.8	23.1	5.9
3. Memorex	15.3	44.4	7.1	23.1	26.7	15.4	5.9	18.8	23.1	5.9
Telephones										
1. GE	32.1	50.0	22.2	37.5	43.8	37.5	22.2	22.2	41.2	33.3
2. Panasonic	15.3	27.8	16.7	6.3	12.5	18.8	22.2	16.7	17.6	11.1
3. Bell	12.4	38.9	16.7	6.3	18.8	—	11.1	22.2	17.6	5.6
Telephone answering devices										
1. Panasonic	24.2	46.2	15.4	18.2	23.1	27.3	30.8	23.1	33.3	23.1
2. GE	21.2	30.8	15.4	27.3	23.1	27.3	15.4	15.4	25.0	23.1
3. Cobra	18.2	30.8	23.1	9.1	15.4	9.1	23.1	23.1	16.7	23.1
Blank audio tapes										
1. TDK	35.9	77.8	31.3	40.0	47.1	40.0	35.3	27.8	33.3	33.3
2. Maxell	29.8	77.8	31.3	26.7	29.4	33.3	23.5	44.4	33.3	16.7
3. Memorex	26.0	66.7	18.8	20.0	35.3	20.0	35.3	22.2	20.0	33.3
Typewriters										
1. Brother	25.6	70.0	20.0	22.2	20.0	22.2	30.0	40.0	20.0	30.0
2. Smith-Corona	25.6	70.0	20.0	22.2	30.0	33.3	30.0	10.0	30.0	30.0
3. Royal	15.4	40.0	10.0	22.2	20.0	11.1	20.0	10.0	10.0	20.0
Calculators										
1. Texas Instruments	39.0	70.5	43.8	50.0	40.0	46.2	33.3	37.5	33.3	31.3
2. Sharp	18.6	58.8	12.5	16.7	26.7	23.1	20.0	25.0	6.7	18.8
3. Aurora	16.9	29.4	18.8	—	20.0	—	26.7	25.0	26.7	12.5
Portable stereos										
1. GE	30.2	56.3	33.3	50.0	25.0	23.1	31.3	21.4	35.7	25.0
2. Panasonic	15.5	75.0	13.3	8.3	12.5	30.8	12.5	21.4	7.1	18.8
3. Sony	15.5	43.8	13.3	8.3	18.8	15.4	12.5	28.6	14.3	12.5
Batteries										
1. Duracell	79.4	84.6	61.5	80.0	84.6	83.3	76.9	75.0	90.9	84.6
2. Eveready	17.5	61.5	15.4	10.0	23.1	16.7	23.1	8.3	18.2	23.1
3. Kodak	10.3	38.5	15.4	20.0	7.7	8.3	—	16.7	9.1	7.7

Source: *Chain Store Age*/Leo J. Shapiro & Associates

swing away from Brother can be traced to shifts in buyer evaluation of its performance in several key merchandising areas.

In profit margins, for example, only 20% of the buyers gave Brother high marks this year, compared to 56.3% in 1986. Similarly, retail approval of the line's sell-through and turnover dropped from 53.3% last year to 30% this year. Smith-Corona, meanwhile, improved its position with retailers in these areas.

Third rated Canon, a newcomer to the magic circle, replaced Royal in the lineup with the approval of 13% of the merchants.

Department stores showed healthy respect for Smith-Corona with a sturdy 39.2% selecting it as their top brand. Brother was a distant second with 17.7%. Discounters were less consistent. Brother and Smith-Corona each garnered 25.6% of these votes, while Royal was favored by 15% and Canon, 20%. The top three scored equally well in virtually every criteria. As for department stores, Smith-Corona came out best in all areas except packaging, where Brother beat it out 31.6% to 21.1%.

Calculators: Texas Instruments enjoys a commanding lead in a rather small field of companies mentioned by retailers—six by discounters, seven by department stores. TI is singled out by 39% of the discount chains surveyed; 30.6% of the department stores. Another 30.6% of the department store buyers favored Sharp.

TI outclassed its competition on a number of merchandising fronts. Half of the buyers cited its co-op ad program, while 46.2% praised its consumer ad support. Profitability was deemed one of its strong suits by 43.8%. It also received extremely favorable recognition for its turnover, sell-through and packaging.

The picture was nowhere near so clear cut in department stores where competition was close in all criteria.

Portable stereos: GE's strong position in discount chain stores sets it apart from its competitors in this field.

Some 30% of the discounters have selected GE as their best brand. Sharing the remainder of the vote were five closely bunched companies: Sony and Panasonic, each with 15.5% share of the ballots; Sanyo, 13.8%; Emerson, 12.9%, and Grand Prix, 10.3%. Half of the pro-GE discounters were most impressed by the company's co-op advertising program. GE's good sell-through and profit margins were applauded by about a third of the retailers canvassed.

The choice is not so clear cut in department stores. Sony and Panasonic were each the choice of some 19.4% of the buyers, while Magnavox had 18.4% and GE 15.5% of the votes. Sanyo brought up the rear, selected by 4.9%.

Batteries: No contest. It is Duracell all the way with 79.4% share of the market. Running far behind in retailer estimation are Eveready with a 17.3% share and Kodak with 10.3%. Only executives for discount chains volunteered assessments of the battery industry's performance. □

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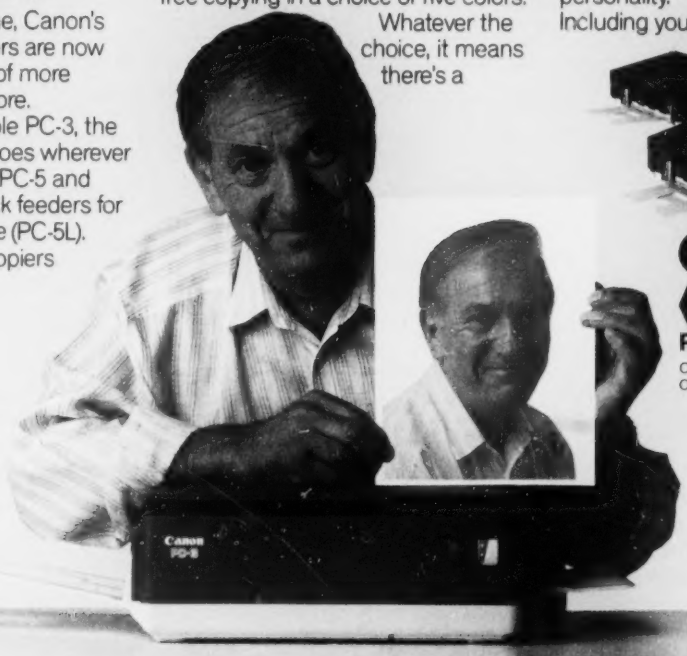

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Retailers press for profits

In this highly competitive field, good margins are still available in irons, cutlery and dinnerware.

In a price sensitive industry such as housewares, retailers have a difficult time finding resources that meet their standards as far as profit margins, turns and sell-through are concerned. Most lines are not considered satisfactory in these respects by more than 20% of the buyers.

Still, there are exceptions. In irons, for example, Black & Decker profit margins enjoyed the support of 55% of the buyers; its turnover rate approval was even higher, 63%. In cutlery, Chicago Cutlery got high marks from 33% of the retailers for its line's turnover and sell-through. The king of clocks is Westclox whose margins score with 31% of the buyers; turnover, 36%; and sell-through, 42%.

Microwave cookware: More aggressive cooperative and consumer ad support has given Corning Ware the edge over Rubbermaid this year. Corning has supplanted Rubbermaid as the top microwave cookware resource garnering 27.5% of the votes of respondents. Rubbermaid's share is 19.3% while Anchor Hocking is third with 13.8%, down significantly from its take last year.

Both Rubbermaid and Corning have improved their status with retailers slightly in terms of profit margins and turnover.

In 1986, Rubbermaid headed the

***Corning Ware edged out** Rubbermaid in the microwave cookware category.*

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Department stores: Buyers like Black & Decker margins

Brand	Total performance	Brand mentions	Good profit margins	Co-op ads	On-time delivery	Consumer ad support	Sell-through	Packaging	Sales & service	Turnover rate
Microwave cookware										
1. Corning	31.1%	50.0%	30.8%	25.0%	28.6%	23.1%	28.6%	46.2%	35.7%	30.8%
2. Rubbermaid	14.2	28.6	23.1	8.3	21.4	7.7	14.3	7.7	14.3	15.4
3. Anchor Hocking	11.3	42.9	15.4	—	21.4	7.7	14.3	7.7	7.1	15.4
Metal cookware										
1. Revere	39.4	71.4	28.6	50.0	35.7	30.8	50.0	42.9	35.7	42.9
2. Farberware	19.3	64.3	14.3	8.3	7.1	30.8	14.3	21.4	28.6	28.6
3. Wearever	11.0	28.6	14.3	8.3	14.3	15.4	14.3	7.1	7.1	7.1
Cutlery										
1. Chicago Cutlery	43.5	57.9	33.3	56.3	50.0	47.1	44.4	31.3	44.4	41.2
2. Washington Forge	7.2	26.3	—	6.3	11.1	11.8	—	12.5	11.1	5.9
3. Henckels	5.8	10.5	5.6	6.3	5.6	5.9	5.6	6.3	5.6	5.9
Irons										
1. Black & Decker	62.2	81.3	66.7	69.2	60.0	53.3	60.0	62.5	57.1	68.8
2. Sunbeam	25.2	75.0	26.7	30.8	20.0	33.3	26.7	18.8	28.6	18.8
3. Hamilton Beach	8.4	25.0	13.3	—	13.3	—	6.7	12.5	7.1	12.5
Dinnerware										
1. Pfaltzgraff	37.5	45.0	36.8	38.9	35.0	31.6	44.4	36.8	40.0	36.8
2. Noritake	23.0	40.0	26.3	27.8	20.0	21.1	27.8	21.1	15.0	26.3
3. Corning	9.9	15.0	5.3	5.6	10.0	15.8	5.6	15.8	10.0	10.5
Food processors										
1. Hamilton Beach	33.7	58.3	36.4	18.2	36.4	27.3	33.3	41.7	41.7	33.3
2. Cuisinart	21.7	50 0	18.2	9.1	18.2	36.4	25.0	25.0	16.7	25.0
3. Sunbeam	16.3	66.7	9.1	18.2	18.2	18.2	8.3	25.0	16.7	16.7
Clocks										
1. Westclox	15.4	30.0	20.0	11.1	10.0	11.1	20.0	20.0	20.0	10.0
2. Sunbeam	11.5	30.0	—	22.2	10.0	22.2	10.0	10.0	20.0	—
3. Spartus	10.3	30.0	20.0	—	20.0	—	10.0	10.0	10.0	10.0
Bathroom scales										
1. Counselor	36.4	40.0	33.3	37.5	42.9	37.5	37.5	33.3	33.3	37.5
2. Krups	24.2	30.0	33.3	25.0	—	37.5	12.5	33.3	33.3	12.5
3. Borg	16.7	40.0	11.1	12.5	28.6	—	25.0	22.0	11.1	25.0
Glassware										
1. J.G. Durand	33.9	56.3	37.5	38.5	33.3	26.7	40.0	33.3	25.0	37.5
2. Libbey	25.6	43.8	25.0	23.1	26.7	26.7	26.7	26.7	25.0	25.0
3. Anchor Hocking	5.8	25.0	12.5	—	6.7	6.7	—	6.7	6.3	6.3

Source: *Chain Store Age*/Leo J. Shapiro & Associates

list, favored by 26.3%. It was followed by Corning's 23.2% and Anchor Hocking's 20.6. Nordic, fourth both years, is losing share this year with 8.3% of the vote compared with 11.3% last year.

None of the lines in the survey were singularly popular because of their profit margins. Corning won approval from 21.4% of those canvassed, while 17.9% each cited Rubbermaid and Anchor Hocking, and 10.7% each Litton and Nordic Ware.

Discount stores rated overall performance of Rubbermaid and Corning equally well, with the two companies each capturing 24.1% of the votes. While Corning outscored Rubbermaid in advertising about 2 to 1, Rubbermaid came out on top in turnover rate, cited by 33.3% to Corning's 13.3% and Anchor Hocking's 20%. Anchor's and Nordic's strength lie in that their profit margins were rated higher than either Rubbermaid and Corning, 20% to 13.3%.

Corning was favored over Rubbermaid in department stores by a 2 to 1 margin.

Metal cookware: Revere is maintaining its strong showing with 26.4% giving it a top performance rating (though down from 28.4% in 1986), followed by two companies who received no mentions last year: Wearever with 16% share and Farber with 14.2%. Mirro, second in 1986, is pulling in fourth this year.

Both Wearever and Mirro owe their solid position this year to their endorsement by 21.4% and 16.5%, respectively, of discount chains. Revere was selected by 12.6% of the mass merchants; Farber 8.7%. Enterprise also earned high marks from 16.5% of the discounters, largely because of its good profit margins and sell-through.

Wearever did particularly well on packaging and advertising, Mirro being its closest competitor in the latter area. Mirro's strength with discounters lie in its turnover, and respectable showing in profits, sell-through, and on-time delivery.

In department stores, Revere came through with top overall performance rating by 39.4% of the retailers. Farber was closest with 19.3%, and Mirro and Wearever with 11% each. Revere had a commanding lead in such critical areas as profit margins, co-op advertising, on-time delivery, sell-through and packaging.

Cutlery: Chicago Cutlery dominated a list of 11 producers mentioned by retailers. It captured 32.7% share of the votes, with the 10 others ranging in scope from Oneida's and Hoffritz's 2.8% each to Stanley Roberts' Rogers 10%.

Discount chains: Black & Decker, Westclox win housewares approval

Brand	Total performance	Brand mentions	Good profit margins	Co-op ads	On-time delivery	Consumer ad support	Sell-through	Packaging	Sales & service	Turnover rate
Microwave cookware										
1. Corning	24.1%	53.3%	13.3%	25.0%	13.3%	50.0%	26.7%	40.0%	15.4%	13.3%
2. Rubbermaid	24.1	46.7	13.3	16.7	26.7	16.7	33.3	20.0	30.8	33.3
3. Anchor Hocking	16.1	66.7	20.0	8.3	26.7	16.7	20.0	—	15.4	20.0
Metal cookware										
1. Wearever	21.4	33.3	20.0	40.0	14.3	50.0	14.3	23.1	14.3	13.3
2. Mirro	16.5	46.7	13.3	20.0	14.3	25.0	14.3	15.4	14.3	20.0
3. Enterprise	16.5	26.7	26.7	10.0	21.4	—	21.4	7.7	14.3	20.0
Cutlery										
1. Regent Sheffield	17.8	25.0	18.2	20.0	18.2	16.7	18.2	20.0	11.1	20.0
2. Imperial	12.3	25.0	9.1	20.0	9.1	—	9.1	20.0	22.2	10.0
3. Chicago Cutlery	12.3	16.7	9.1	—	18.2	16.7	18.2	—	11.1	20.0
Irons										
1. Black & Decker	60.6	85.7	42.9	72.7	42.9	83.3	50.0	84.6	58.3	57.1
2. Sunbeam	22.1	64.3	28.6	27.3	21.4	25.0	21.4	7.7	25.0	21.4
3. Proctor-Silex	12.5	71.4	14.3	9.1	35.7	16.7	14.3	—	—	7.1
Dinnerware										
1. Corning	57.7	58.3	45.5	62.5	60.0	62.5	54.5	63.6	62.5	54.5
2. Anchor Hocking	7.7	16.7	18.2	12.5	—	12.5	9.1	—	—	9.1
3. Pfaltzgraff	—	8.3	—	—	—	—	—	—	—	—
Food processors										
1. Black & Decker	37.0	84.6	38.5	50.0	46.2	41.7	7.7	38.5	54.5	23.1
2. Sunbeam	27.0	76.9	15.4	25.0	15.4	50.0	30.8	38.5	18.2	23.1
3. Presto	19.0	30.8	15.4	25.0	23.1	16.7	15.4	15.4	27.3	15.4
Clocks										
1. Westclox	60.3	77.8	44.4	71.4	77.8	62.5	66.7	33.3	62.5	66.7
2. Sunbeam	11.8	22.2	11.1	14.3	11.1	12.5	11.1	11.1	12.5	11.1
3. Spartus	10.3	55.6	11.1	—	22.2	—	—	22.2	12.5	11.1
Bathroom scales										
1. Borg	20.2	41.7	16.7	22.2	27.3	18.2	16.7	25.0	20.0	16.7
2. Black & Decker	20.2	33.3	16.7	33.3	27.3	18.2	16.7	16.7	20.0	16.7
3. Counselor	16.9	25.0	16.7	11.1	18.2	18.2	16.7	16.7	20.0	16.7
Glassware										
1. Anchor Hocking	53.6	85.7	46.2	75.0	53.8	60.0	42.9	53.8	58.3	50.0
2. Libbey	39.2	78.6	38.5	37.5	38.5	40.0	42.9	38.5	41.7	35.7
3. Indiana Glass	6.2	28.6	7.7	12.5	7.7	10.0	—	7.7	8.3	—
Light bulbs										
1. Sylvania	44.8	66.7	44.4	57.1	44.4	28.6	33.3	55.6	50.0	44.4
2. GE	34.3	66.7	33.3	28.6	33.3	57.1	33.3	33.3	25.0	33.3

Source: *Chain Store Age*/Leo J. Shapiro & Associates

Chicago Cutlery's major support comes from department stores, 43.5% of whom gave it a top performance rating. None of the other cutlery producers.

Its record with discount stores is considerably less impressive, with only 12.3% of them favoring Chicago Cutlery. More successful in the mass merchandising chains are Rogers, selected by 28.8%; Regent Sheffield, 17.8% and Imperial, also 12.3%.

Irons: Black & Decker's line was voted top performing iron by a whopping 61.4% of the retailers polled; Sunbeam, 23.8%. Proctor-Silex is a distant third with 8.1% of the votes. The Black & Decker figures this year equal the GE and B & D combined total last year. GE still gets 4.5% of the votes as does Hamilton Beach.

Black & Decker's victory in irons is total. Some 60.1% of the discount stores say B & D irons are tops, while 62.2% of the department stores have the same opinion. As for Sunbeam, 22.1% of the discounters favor it; 25.2% of the department stores. Hamilton Beach made its most favorable showing among discount stores with 12.5% share of the votes, although only 8.4% of the department stores preferred the line.

Department stores are happier with B & D's profitability than are discounters. Some 66.7% of the department stores liked the line's margins, as opposed to 42.9% of the discounters. A sturdy 68.8% of the department stores also reported a good turnover rate in the line, as did 57.1% of the discounters.

Discounters are more enthusiastic about B & D's ad support. Some 72.7% speak highly of its co-op ad program, while 83.3% like its consumer ad support. In contrast, 69.2% of the department stores favored the co-op policy, while 53.3% cited its consumer advertising.

Glassware: The top four glassware suppliers remain unchanged this year. No. 1 Libbey, however, seems to be losing ground slightly to No. 2 and 3, Anchor Hocking and J. G. Durand, respectively. At the same time, Indiana Glass is holding in the fourth spot, but with fewer mentions than last year.

Libbey is runner-up vote getter in both department store and discount store segments, but its com-

bined total was enough to give it its No. 1 position. Durand outpolls it in department stores 33.9% to 25.6% while Anchor betters it in discount stores 53.6% to 39.2%.

Although the survey shows that discounters enjoy equally good sell-through on Libbey and Anchor Hocking, Anchor was voted more profitable by 46.2% of the respondents, compared to Libbey's 38.5%.

The largest number of department stores (37.5%) find Durand more profitable than they do either Libbey (25%) or Anchor Hocking (12.5%). Durand's good turnover was cited by 37.5% of the department store buyers; Libbey, 25%.

Food processors: Despite the success of its Oskar compact units, Sunbeam is losing ground to other producers.

Sunbeam dropped to third in the food processor sweepstakes, behind Black & Decker and Hamilton Beach, each favored by 23.4%. Sunbeam's current performance (21.9% approval) stands in sharp contrast to 1986 when it was the favorite of 33.8% of the buyers.

Probably the most dramatic indication of the inroads being made by new compact food processor lines is the first time presence of Presto on the list. It is mentioned by 13.5% of the respondents this year. Hamilton Beach's climb from 10.8% of the mentions last year to 23.4% this year can also be attributed to its Emmie unit.

Although B & D and Sunbeam are the key lines in discount stores, Hamilton Beach, Presto and West Bend—all with compact units—are making a favorable showing in these outlets this year, garnering 14%, 19% and 10% of the votes respectively. B & D and Sunbeam are tops with 37% and 27% of the discounters canvassed.

With few exceptions, the discount chain buyers are finding all lines reasonably profitable.

Food processors favored by department stores were not as extensive. Only Sunbeam, Hamilton Beach and Cuisinarts received acclamation from these buyers in any number, 16.3%, 33.7% and 21.7%, respectively.

Although trailing Hamilton Beach in the overall performance ratings there, Cuisinarts gets its strongest support from department store buyers. Indeed, 50% of department stores executives polled say the line comes immediately to mind when they think of food processors, given a top ranking by 21.7% of the buyers. In contrast, only 7.7% of the discounters mentioned the line.

Cuisinarts has been generating satisfactory profit margins for 18.2% of the department store buyers. In contrast, some 36.4% of the retailers canvassed were happy with Hamilton Beach's margins. Sunbeam drew raves from only 9.1%.

Cuisinarts fared better on turnover rate and sell-through, cited on these counts by 25% of the department store buyers, as opposed to 33.3% each for Hamilton Beach, and 18.2% and 8.3% respectively for Sunbeam.

Clocks: Thanks to its success with discount buyers, Westclox has emerged as the top clock resource

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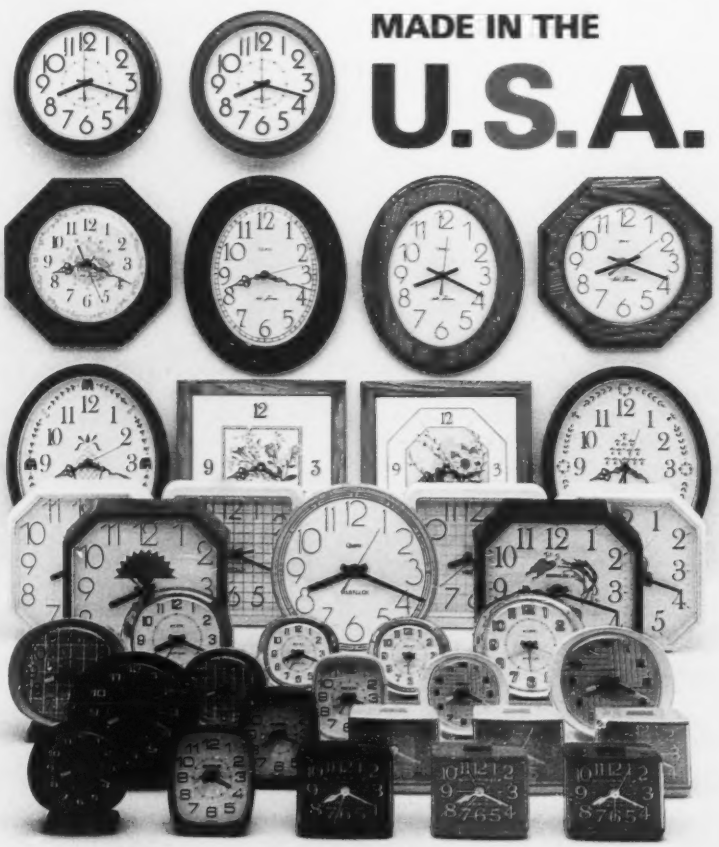

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for retailers. Just over 60% of the discount stores polled said Westclox was their top line. Its nearest competition in rating overall performance was from Sunbeam, cited by 11.8% of the buyers, and Spartus, by 10.3%.

In department stores, the picture was not as clear cut. Three firms—Spartus, New Haven, and Linden—were each mentioned by 10.3% of the buyers, while Sunbeam was cited by 11.5%, and Westclox, 15%.

Light bulbs: Discount chains gave Sylvania the edge over GE in their resource ratings, 44.8% to 34.3%. Sylvania bested GE on the profitability, turnover, and on-time delivery with 44.4% percent of the buyers citing Sylvania and 33.3% GE.

Bathroom scales: Strong showings made by both Counselor and Borg can be attributed to their wide acceptance by both discounters and department stores.

Counselor is favored by 36.4% of the department stores; 16.9% of the mass merchants. By the same token, Borg is the pick of 20.2% of the mass merchants; 16.7% of the department stores. In other lines, Black & Decker did well in discount stores only (no department store mentioned it) with 20.2% of the vote, while Krups was highly regarded by department stores, 24.2%.

Department stores favored Counselor and Krups because of their profitability. Both companies also scored high with department stores when it came to co-op and consumer advertising and packaging.

Dinnerware: Corning Ware completely dominated the very limited dinnerware resources evaluated by mass merchants.

One of only 3 suppliers ranked in the *CSA* study by mass merchants, Corning was mentioned by 58.3% of the buyers, while Anchor was cited by 16.7% and Pfaltzgraff, 8.3%. Corning was given an overall top performance rating by 57.7%, Anchor by 7.7%.

Corning did not fare as well in deparment stores with only 9.9% of the buyers giving it a favorable rating. It was eclipsed by Pfaltzgraff with 37.5% of the votes and Noritake, 23%. Lenox, Mikasa and International China were selected by 4.6%, 2% and 5.3% respectively.

Department stores particularly cited the profit margins, turnover and sell-through the Pfaltzgraff and Noritake lines offer. □

Repeat performances for textiles

The top resources remain constant. Their ranking may vary depending on discount store acceptance.

***As one of the most stable** categories, textile resources showed little change.*

In terms of resources, home textiles is probably the most stable of all industries tracked in the *CSA* study.

Top contenders such as Cannon and Kirsch are repeat performers in their respective categories, sheets/pillow cases and drapery hardware. In electric blankets, 1986's top four reappear this year with a slight switch in order: Sunbeam's Northern Electric and Fieldcrest exchanged places.

Sheets/Pillowcases: Cannon dominated a list of 13 suppliers who were cited by retailers in the *CSA* study as key resources in the category.

Not only did Cannon get most mentions, but it was also voted top performer by 40.3% of the buyers. It was followed by Fieldcrest with a favorable rating by 20.4% of the retailers; and Springs/Springmaid 18.6%.

Cannon's position is even more impressive when considered that its share of the vote this year is 13% higher than last year, while Fieldcrest held even at 20.4%. This year Thomaston Mills replaced Wamsutta as No. 4 source with an 8.8% approval rating.

Although it was selected by 29.5% of the department store buyers, Cannon's strength was particularly noticeable in the discount chains, where its performance was cited by 52.9% of the buyers. No other line garnered more than Thomaston Mills' 8.7% of the vote. Cannon's co-op advertising and consumer ad support scored big with 70% and 76.9% of the respondents. They were less enamored with profits (noted by 28.6%), turnover rate and sell-through (46.7%).

Fieldcrest topped Cannon in the department store ranks, earning approval from 37.7% of the retailers canvassed. Springs/Springmaid gave Cannon's 29.5% share a close run, taking 27.9% of the vote.

What points Fieldcrest lost to Cannon in on-time delivery, consumer ad support, and sales and service, Fieldcrest made up in profit margins, co-op advertising, packaging, sell-through and turnover. Fieldcrest's turnover rate, for example, was applauded by half of the retailers, while Cannon's was praised by 12.5% . Even Springs/Springmaid topped Cannon in some criteria, notably profit margins, turnover, sell-through and packaging.

Department stores: Fieldcrest, Kirsch dominate textiles voting

Brand	Total performance	Brand mentions	Good profit margins	Co-op ads	On-time delivery	Consumer ad support	Sell-through	Packaging	Sales & service	Turnover rate
Sheets/pillowcases										
1. Fieldcrest	37.7%	63.2%	47.1%	53.8%	15.4%	33.3%	40.0%	37.5%	21.4%	50.0%
2. Cannon	29.5	52.6	23.5	38.5	38.5	38.9	20.0	25.0	42.9	12.5
3. Springs/Springmaid	27.9	47.4	29.4	23.1	23.1	11.1	33.3	37.5	28.6	37.5
Electric blankets										
1. Fieldcrest	52.9	68.8	56.3	57.1	50.0	46.7	53.3	62.5	42.9	53.3
2. Northern	38.7	68.8	31.3	35.7	35.3	40.0	33.3	50.1	50.0	33.3
3. Springs/Springmaid	6.7	6.3	6.3	7.1	7.1	6.7	6.7	6.3	7.1	6.7
Drapes/curtains										
1. Burlington	29.2	50.0	31.3	20.0	26.7	29.4	37.5	23.1	29.4	31.3
2. Croscill	22.5	44.4	25.0	40.0	6.7	23.5	18.8	23.1	29.4	18.8
3. Rennie	4.2	5.6	6.3	—	6.7	—	6.3	7.7	—	6.3
Drapery hardware										
1. Kirsch	61.0	64.7	56.3	61.5	62.5	62.5	62.5	62.5	60.0	60.0
2. Graber	23.6	35.3	25.0	23.1	25.0	18.8	18.8	25.0	20.0	33.3
3. Newell	6.5	5.9	6.3	7.7	6.3	6.3	6.3	6.3	6.7	6.7

Source: *Chain Store Age*/Leo J. Shapiro & Associates

Discount chains: Cannon, Northern score highest textiles ratings

Brand	Total performance	Brand mentions	Good profit margins	Co-op ads	On-time delivery	Consumer ad support	Sell-through	Packaging	Sales & service	Turnover rate
Sheets/pillowcases										
1. Cannon	52.9%	70.6%	28.6%	70.0%	30.8%	76.9%	46.7%	61.5%	69.2%	46.2%
2. Thomaston	8.7	17.6	14.3	—	15.4	—	6.7	7.7	7.7	15.4
3. Springs/Springmaid	7.7	29.4	14.3	—	7.7	7.7	13.3	—	7.7	7.7
Electric blankets										
1. Northern	67.0	93.4	66.6	66.7	64.3	66.7	71.5	66.7	69.3	64.3
2. Fieldcrest	14.7	13.3	13.3	16.7	14.3	16.7	14.3	13.3	15.4	14.3
3. St. Mary's	12.8	20.0	13.3	8.3	14.3	8.3	14.3	13.3	15.4	14.3
Drapes/curtains										
1. Lichtenburg	20.9	41.7	25.0	20.0	25.0	20.0	16.7	9.1	25.0	25.0
2. Corona	15.4	33.3	16.7	20.0	16.7	10.0	16.7	9.1	16.7	16.7
3. Burlington	8.8	25.0	8.3	20.0	—	30.0	—	9.1	8.3	—
Drapery hardware										
1. Newell	46.7	71.4	42.9	41.7	50.0	50.0	42.9	42.9	57.1	46.2
2. Kirsch	22.4	35.7	21.4	25.0	21.4	25.0	21.4	21.4	28.6	15.4
3. Kenney	14.0	28.6	14.3	16.7	14.3	8.3	14.3	14.3	14.3	15.4

Source: *Chain Store Age*/Leo J. Shapiro & Associates

Electric blankets: Despite its dominant position on the department store scene, Fieldcrest dropped to second place (behind Northern) in retailer evaluation of their top resources. Northern garnered 52.2% of the votes, up from 43.8% last year, while Fieldcrest received 34.6% of the votes down from 35.9% last year.

While Fieldcrest was selected top performer by 52.9% of the department store buyers, Northern pulled a 66% share in discount chains. Fieldcrest was third with 14.7% and St. Mary's fourth with 12.8%. Retailer approval of Northern's co-op and consumer ad support (50% and 41.7%), along with its profit margin (53.3%), turnover and sell-through (42.9%) gave the company a big leg up over its competition in discount stores.

Similarly, Fieldcrest benefitted from a 53.6% department store approval of its profit margins; 57.1% of its co-op advertising; 53.3%, sell-through; and 62.5%, packaging. In most criteria, Fieldcrest outpolled its nearest competition by a 2 to 1 margin.

Drapery Hardware: Honored recently by Sears as one of its top resources of 1986, Graber Industries ranks third behind Kirsch and Newell in retailer assessment of overall performance of drapery hardware producers.

Graber, however, has increased its share of the retailer vote this year to 16.1% from 12% in 1986. Meanwhile Kirsch and Newell maintained their one-two position with 43% and 25.2% respectively, although the gap between them is shrinking rapidly, from 31 points last year to 18 this year.

Newell's improved second place showing can be largely attributed to its popularity in the discount store ranks, where nearly half (46.7%) of the buyers acclaimed it. Kirsch, on the other hand, earned approval from 22.4% of the discount respondents, while Kenney captured 14% of the vote. Between 40% and 50% of the buyers gave top marks to Newell on 7 of the 8 criteria. It achieved 57.1% on the eighth, sales and service.

Kirsch is making its mark on the department stores, garnering the 61% of the votes there, compared to 23.6% for Graber and 6.5% for New-

ell. Kenney is proving to be no factor.

Drapes/curtains: In no other home furnishings category is the absence of direct competition between department stores and discount chains so noticeable. Discount stores concentrate on two lines—Lichtenburg and Corona—while department stores spotlight Croscill and Burlington. They do not mention Corona. Lichtenburg rates with less than 1% of the stores. Discount chains, on the other hand, do not mention Croscill, while only 8.8% rate Burlington as one of their top sources.

In discount stores, Lichtenburg was tapped by 20.9% of the buyers; Corona by 15.4%. As for department stores, Burlington commanded 29.2% of the voting; Croscill, 22.5%. Interestingly enough, "other" in the list of suppliers received more mentions from both department stores and discount chains than any of the manufacturers listed.

At the department store level, Burlington did well because of the profit margins (31.3%), turnover (31.3%), sell-through (37.5%) and on-time delivery (26.7%). Croscill outscored other lines on all criteria, but bested Burlington only when it comes to cooperative advertising, 40% to 20%.

Discount stores appeared less than enthusiastic about the classification's potential for profitability, turnover and sell-through.

Only 16.7% of the mass merchants polled rated Corona high on profit margins, turnover, sell-through, and sales and service. Lichtenburg fared a bit better. Some 25% of the buyers gave it good marks for profitability, turnover, on-time delivery, and sales and service. In other criteria, the lines ran virtually neck-and-neck in retailer evaluation. □

No playing around in toys

Fisher-Price the most solid performer, places high in 5 out of 7 categories. Mattel and Hasbro in split decision.

It is hard to find a more versatile manufacturer in the toy ranks than Fisher-Price.

The company not only is considered by many retailers as the No. 1 supplier of preschool and educational toys, but is also a key player in the action figures and plush toy arenas. In other toy classifications, too, a single producer dominates the field: Lego, construction toys; Milton Bradley, activity sets; and Tonka, cars/trucks. Only in action figures and plush toys are there more than one producer battling for significant market share. Here is how retailers view the toy supply scene.

Action figures: Hasbro is maintaining its grip on first place in this toy area. Assessments of the action figures market by merchants, however, indicate it has lost some of its luster this year.

This year's runner-up Mattel, for instance, has narrowed the gap considerably, improving its rating from 37.8% of the votes last year to 40.3% this year.

Higher grades this year from retailers in two important areas—profit margins and turns—has enabled Mattel to draw close to Hasbro's 46.1% approval rating, down from 58.3% in 1986. Hasbro's drop, on the other hand this year year can be traced to its slippage in five of the eight criteria: co-op advertising, consumer advertising support, turnover, on-time delivery, and sell-through.

Hasbro's strong showing in the discount store ranks provided its margin over Mattel. Some 52.3% of the discounters favored the line compared to 39.1% of the department stores. Mattel was endorsed by 35.2% of the discounters; 47% of the department stores.

Both Hasbro's profit margins and turnover rate were acclaimed by about 71% of the discounters. By the same token, Mattel scored well on profitability and turns.

While department stores favor Mattel on such issues as co-op and consumer advertising and on-time delivery, they went with Hasbro on sell-through.

Plush toys: From low on the list last year, Dakin has climbed to the top of favored plush toy resources for retailers. Its 15.1% of the vote pushed it ahead of Gund, last year's champ, applauded by 10.4%. Gund's fall from grace can be attributed to the sharp decline in number of retailers, who are finding the line's profit margins, sell-through, and turnover to their liking this year. Gund, it should be noted, is predominantly a department store resource.

In contrast, more than double the number of buyers this year are voicing approval of the Dakin line's profitability, turnover rate, sell-through, and on-time delivery.

Dakin's surge to the top is explained by the line's growing acceptance in discount chains. Last year,

In the preschool category, Fisher-Price won its position hands down.

Department stores: Buyers stick with basic toy suppliers

Brand	Total performance	Brand mentions	Good profit margins	Co-op ads	On-time delivery	Consumer ad support	Sell-through	Packaging	Sales & service	Turnover rate
Action figures										
1. Mattel	47.0%	81.3%	30.8%	64.3%	50.0%	50.0%	26.7%	46.7%	66.7%	40.0%
2. Hasbro	39.1	75.0	46.2	28.6	35.7	42.9	46.7	46.7	26.7	40.0
3. Fisher-Price	7.0	18.8	7.7	7.1	7.1	7.1	6.7	6.7	6.7	6.7
Tonka	7.0	18.8	15.4	7.1	7.1	7.1	6.7	6.7	—	6.7
Plush toys										
1. Gund	22.7	40.0	30.8	27.3	23.1	28.6	15.4	12.5	23.1	16.7
2. Dakin	13.4	20.0	15.4	9.1	15.4	14.3	15.4	12.5	15.4	8.3
3. Russ-Berrie	12.4	13.3	15.4	18.2	7.7	14.3	7.7	—	15.4	16.7
Construction toys										
1. Lego	40.8	80.0	50.0	25.0	44.4	30.0	50.0	50.0	33.3	40.0
2. Fisher-Price	21.1	40.0	20.0	37.5	22.2	30.0	10.0	20.0	22.2	10.0
3. Tonka	17.1	20.0	20.0	12.5	22.2	20.0	20.0	20.0	11.1	10.0
Activity sets										
1. Milton Bradley	49.5	78.6	61.5	33.3	50.0	46.2	50.0	50.0	46.2	57.1
2. Fisher-Price	9.3	35.7	15.4	16.7	—	7.7	7.1	7.1	15.4	7.1
3. Mattel	7.5	14.3	7.7	8.3	7.1	7.7	7.1	7.1	7.7	7.1
Whitman	7.5	14.3	15.4	8.3	7.1	—	7.1	7.1	7.7	7.1
Cars/trucks										
1. Tonka	38.0	76.9	30.8	41.7	25.0	50.0	46.2	53.8	41.7	15.4
2. Mattel	21.0	38.5	15.4	25.0	33.3	25.0	7.7	7.7	25.0	30.8
3. Nylint	8.0	23.1	7.7	8.3	8.3	8.3	7.7	7.7	8.3	7.7
Educational games/toys										
1. Fisher-Price	31.9	66.7	33.3	28.6	28.6	28.6	33.3	35.7	38.5	28.6
2. Milton Bradley	23.9	33.3	26.7	28.6	28.6	21.4	20.0	21.4	15.4	28.6
3. Playskool	9.7	40.0	—	21.4	7.1	21.4	6.7	—	15.4	7.1
Preschool toys										
1. Fisher-Price	60.7	92.9	38.5	66.7	57.1	76.9	64.3	64.3	50.0	69.2
2. Playskool	25.2	64.3	46.2	8.3	28.6	15.4	21.4	28.6	28.6	23.1
3. Tonka	7.5	7.1	7.7	8.3	7.1	7.7	7.1	7.1	7.1	7.7

Source: *Chain Store Age*/Leo J. Shapiro & Associates

it was mentioned by only 1.3% of the mass merchants; this year the figure is 27.8%. Gund, on the other hand, was also mentioned by 1.3% of the discounters last year; 11.1% this year.

Gund was the choice of 22.7% of the department stores canvassed. Dakin followed with 13.4% approval rate, followed by Russ-Berrie, 12.4%. In discount chains, 16.5% of the respondents cited Dakin for its overall performance, while 13% like Cuddlewitt; 11.3% Fisher-Price; and 10.4%, Mattel.

Construction Toys: While Lego has a long lead in retail preference for construction toys, the race for runner-up positions is close. Fisher-Price, Tonka and Tyco received votes of 16.9%, 14.9% and 14.3%, respectively. Lego is favored by 41.1%.

In discount chains, Tonka, Tyco and Fisher-Price are each favored by 13.1% of the buyers; Lego, 41.4%.

Tyco and Fisher-Price have a better performance rating in department stores than they do in discount chains. Fisher-Price, for example, has the approval of 21.1% of those buyers; Tyco, 15.8%.

Activity sets: Milton Bradley walked off with top honors in this category with nearly half, more specifically 48.9%, of the votes of retailers. Its nearest competitor in the rating was Parker Bros. with 10.8%.

Milton Bradley proves that a line can be equally successful with discount stores and department stores alike. It was voted tops by 48.9% of the discount community; 49.5%, department stores. While many lines shared the remaining half of the pie in department stores, Parker Bros. and Pressman dominated in discount stores.

Cars/Trucks: Tonka may not be the most profitable of the 12 sources mentioned, but buyer votes indicate that this lack is more than offset by the line's good turnover rate and sell-through, as well as the company's liberal advertising programs. Slightly more than half of the respondents applaud its packaging. As a result Tonka captured 41.3% of the vote for top resource in the category.

Nylint, however, takes the profitability honors, cited by 22.6% of the buyers. This compares to 19.4% for Tonka. This helped Nylint take second spot in retailer assessment with 15.7%. Mattel was third with 11.6%.

Discount chains were considerably more enthusiastic than department stores about Nylint's profit margins, which were singled out by 33% of the mass merchants. Some 30% of the department stores say Tonka margins are best, while only 7.7% favored Nylint margins.

Educational Games/Toys: Fisher-Price is the favorite here with both department store and discount chain buyers. It far outperforms its 12 competitors on all criteria in the study. Thus, in the overall, it has been voted top resource by 34.1% of the buyers.

Milton Bradley, based on its good showing in department stores (23.9% of the buyers voted for it), was second with 14%. By the same token, Playskool's performance in discount houses (11.2%) earned it second place with 10.5% of the

Discount chains: Fisher-Price, Hasbro earn high marks										
Brand	**Total performance**	**Brand mentions**	**Good profit margins**	**Co-op ads**	**On-time delivery**	**Consumer ad support**	**Sell-through**	**Packaging**	**Sales & service**	**Turnover rate**
Action figures										
1. Hasbro	52.3%	83.3%	71.4%	50.0%	42.9%	50.0%	56.3%	52.9%	27.8%	70.6%
2. Mattel	35.2	77.8	28.6	25.0	28.6	43.8	25.0	47.1	55.6	23.5
3. Tonka	5.5	16.7	7.1	6.3	7.1	—	6.3	—	11.1	5.9
Plush toys										
1. Dakin	16.5	27.8	13.3	12.5	18.8	15.4	18.8	14.3	17.6	18.8
2. Cuddlewit	13.0	22.2	13.3	12.5	12.5	7.7	18.8	7.1	11.8	18.8
3. Fisher-Price	11.3	16.7	6.7	12.5	12.5	15.4	6.3	21.4	11.8	6.3
Construction toys										
1. Lego	41.4	69.2	38.5	30.8	50.0	38.5	50.0	38.5	36.4	50.0
2. Tyco	13.1	53.8	15.4	15.4	8.3	15.4	8.3	23.1	9.1	8.3
3. Fisher-Price	13.1	38.5	7.7	15.4	16.7	7.7	16.7	15.4	9.1	16.7
Activity sets										
1. Milton Bradley	48.4	81.3	25.0	35.7	37.5	64.3	56.3	50.0	56.3	62.5
2. Parker Brothers	16.1	75.0	18.8	28.6	12.5	14.3	12.5	25.0	12.5	6.3
3. Pressman	11.3	37.5	25.0	14.3	12.5	—	12.5	6.3	6.3	12.5
Cars/trucks										
1. Tonka	43.7	83.3	11.1	58.8	33.3	72.5	44.4	50.0	35.3	44.4
2. Nylint	21.1	55.6	33.3	5.9	27.8	11.1	16.7	27.8	29.4	16.7
3. Buddy L	7.7	27.8	5.6	5.9	5.6	5.6	11.1	11.1	11.8	5.6
Educational games toys										
1. Fisher-Price	36.2	60.0	35.7	38.5	40.0	42.9	33.3	40.0	33.3	26.7
2. Playskool toys	11.2	53.3	14.3	23.1	13.3	7.1	6.7	6.7	13.3	6.7
3. Texas Instruments	11.2	20.0	7.1	7.7	13.3	14.3	13.3	13.3	6.7	13.3
Preschool toys										
1. Fisher-Price	74.5	94.4	50.0	81.3	70.6	88.9	77.8	83.3	72.2	72.2
2. Playskool	26.2	94.4	33.3	25.0	29.4	16.7	22.2	27.8	27.8	27.8
3. Whitman	3.5	5.6	5.6	—	5.9	—	5.6	—	5.6	5.6

Source: *Chain Store Age*/Leo J. Shapiro & Associates

votes. Texas Instruments did well in both channels of distribution for a fourth place finish with 9.2%.

On the overall basis Milton Bradley stood on even footing with Fisher-Price in co-op advertising, turnover rate, and on-time delivery with 28.6% of the vote. Fisher-Price forged ahead of Milton Bradley, however, on such key criteria as profit margins (33.3% to 26.7%); consumer ad support (28.6% to 21.4%); sell-through (33.3% to 20%); and packaging (35.7% to 21.4%).

Preschool Toys: Between them, Fisher-Price and Playskool received over 90% of the votes cast by retailers for top resources in this category. The ballots were split 68.5% for Fisher-Price; 25.8% for Playskool. No other supplier received the nod from more than 3.2%.

Despite Fisher-Price's lower profit margins, 60.7% of the department stores were happy enough with its far superior performance in other criteria to give it a top overall rating.

Fisher-Price's edge was even larger in discount chains where it garnered 74.5% of the vote. □

Canon zooms in on Minolta

Canon's EOS is proving quite the foe for Minolta's Maxxum, outranking Minolta in both store formats.

A battle between Minolta and Canon for the hearts of retailers is highlighting the photo/camera segment of *CSA's* Top Resources Study.

With the help of its 3-unit Maxxum auto-focus line, Minolta tied Canon for leadership in the 35mm SLR field last year, each earning a top overall performance rating from 36.1% of the retailers polled.

Within the past year, however, Canon has countered with a competing EOS model that some in the industry feel was responsible for propelling it to the No. 1 position in the field. This year Canon is favored by 42% of the retailers; Minolta, 22.1%.

Whether because of product or policy change, Canon has made dramatic inroads in the department store field, garnering 51.9% of this vote compared to 22.8% last year. Minolta on the other hand slipped to 25.5% of buyer approval from 50.9% last year. Discount store interest in both lines has waned, down 15% for Canon, and 5% for Minolta.

But probably the key reason for the retailers' change of heart is the profitability issue. Some 8% of the retailers polled in 1987 were satisfied with Minolta margins, compared with 38.1% in 1986. At the same time, the approval rate for Canon climbed to 33.3% of the respondents from 23.8% in 1986.

Pentax's rise in retailer estimation—it was favored by 8% for a close to the top finish—reflects the company's stepped up efforts to woo discount chains.

In other photo/camera categories included in the *CSA* study, the shifts in importance are less dramatic.

Binoculars: Here, two companies, Bushnell and Tasco, maintained their one-two position. While Bushnell got the overall performance nod from 44.4% of the respondents, virtually the same as in 1986, Tasco gained a sizeable share of the vote, climbing to challenge Bushnell with 42.2% from 35.6% in 1986. Jason moved into third with 9.6%, followed by Nikon with 5.9%.

Bushnell's position was strongest in discount chains, where it was selected by 52.8% of the vote, largely on its advertising policies, and packaging. Tasco came through with a second place finish with a 28.3% approval based largely on sell-through and turnover rate. Nikon was third with 11.3% of the discount chain votes.

The positions were reversed in the department store field, where Tasco earned approval of 51.2% of those polled, and Bushnell 39%. Here Jason was third with 11%.

Some 64.6% of the buyers were pleased with Tasco's profit margins, compared to 36.4% for Bushnell. Tasco also scored higher on sell-through, 54.6% to 36.4% for Bushnell. The turnover rate for each line was cited by 45.5% of the retailers. Jason only came close to the leaders on one criteria, co-op advertising. The firm's policy was approved by 22.2% of the retailers, the same percentage that favored Bushnell. Tasco was high here with 55.6% of the vote.

35mm lens shutter: Here again, Canon and Minolta are battling for retailer allegiance, with Kodak posing a strong challenge.

Indeed, Kodak's re-entry into the field last year has brought about a realignment in the top sources rank. Success of its model pushed Kodak into second spot behind Canon, and dropped Minolta to third. Both Canon and Kodak improved their rating. Canon's share climbed to 35.9% this year from 29.7% last year. By the same token, Kodak is favored by 28.1%, up from 15.2% in 1986. At the same time, Minolta's share dropped from 26.1% in 1986 to 12.6% this year.

Again profitability is Minolta's Achilles' heel. In the 1987 study, not one buyer thought of Minolta in terms of profits. Canon, Kodak and Nikon, however, received high marks here from 26.3%, 15.8%, and

Department stores: Canon, Minolta battle for first

Brand	Total performance	Brand mentions	Good profit margins	Co-op ads	On-time delivery	Consumer ad support	Sell-through	Packaging	Sales & service	Turnover rate
35mm SLR's										
1. Canon	51.9%	78.6%	45.5%	58.3%	50.0%	64.3%	42.9%	50.0%	46.2%	57.1%
2. Minolta	25.5	64.3	—	16.7	35.7	14.3	35.7	28.6	38.5	28.6
3. Kodak	17.0	28.6	18.2	8.3	21.4	21.4	14.3	21.4	15.4	14.3
35mm lens shutter camera										
1. Canon	48.2	72.7	30.0	50.0	63.6	50.0	45.5	63.6	36.4	45.5
2. Minolta	18.8	45.5	—	20.0	18.2	10.0	27.3	18.2	27.3	27.3
3. Kodak	16.5	27.3	10.0	20.0	18.2	10.0	18.2	18.2	18.2	18.2
Binoculars										
1. Tasco	51.2	63.6	64.6	55.6	50.0	40.0	54.6	45.5	66.7	45.5
2. Bushnell	39.0	81.8	36.4	22.2	40.0	60.0	36.4	45.5	22.2	45.5
3. Jason	11.0	27.3	9.1	22.2	10.0	—	9.1	9.1	11.1	18.2
Film										
1. Kodak	90.3	100.0	83.3	76.9	80.0	100.0	100.0	93.3	85.7	100.0
2. Fuji	7.1	73.3	8.3	23.1	13.3	—	—	6.7	7.1	—

Source: *Chain Store Age*/Leo J. Shapiro & Associates

Discount chains: Kodak stars in key categories

Brand	Total performance	Brand mentions	Good profit margins	Co-op ads	On-time delivery	Consumer ad support	Sell-through	Packaging	Sales & service	Turnover rate
35mm SLR's										
1. Kodak	39.6%	50.0%	33.3%	38.5%	46.2%	42.9%	35.7%	46.2%	42.9%	30.8%
2. Canon	32.1	71.4	33.3	30.8	38.5	28.6	35.7	38.5	21.4	30.8
3. Minolta	18.9	57.1	8.3	30.8	7.7	28.6	14.3	7.7	28.6	23.1
35mm lens shutter camera										
1. Kodak	40.2	54.5	22.2	55.6	36.4	40.0	36.4	40.0	45.5	45.5
2. Canon	23.2	63.6	22.2	11.1	36.4	30.0	27.3	20.0	18.2	18.2
3. Pentax	9.8	18.2	11.1	11.1	9.1	10.0	9.1	10.0	9.1	9.1
Binoculars										
1. Bushnell	52.8	71.4	42.9	80.0	42.9	66.7	28.6	71.4	71.4	28.6
2. Tasco	28.3	57.1	28.6	20.0	28.6	33.3	42.9	14.3	14.3	42.9
3. Nikon	11.3	14.3	14.3	—	14.3	—	14.3	14.3	14.3	14.3
Film										
1. Kodak	88.0	100.0	75.0	87.5	88.2	86.7	94.1	88.2	88.2	94.4
2. Polaroid	8.3	44.4	—	6.3	5.9	6.7	5.9	17.6	17.6	5.6
3. Fuji	7.5	33.3	12.5	6.3	11.8	6.7	5.9	5.9	5.9	5.6

Source: *Chain Store Age*/Leo J. Shapiro & Associates

***Kodak took honors** in the film category with 90.3% of those polled.*

15.8%, respectively. Minolta got the profit nod from 20.8% of the buyers last year.

As in many categories, lines that are strong in discount stores are weak in department stores and vice versa. Kodak is proving to be the darling of the discounters, with 40.2% approval. Canon is a distant second with 23.2%. Other firms mentioned were selected by less than 10% of those canvassed.

Department stores favored Canon by a wide margin, although buyers were favorably disposed to a wider number of lines than discounters. Where Canon was selected by 48.2% of the retailers, Minolta was picked by 18.8%; Kodak, 16.5%; and Nikon, 10.6.

Canon made a particularly good showing, as far as department stores are concerned, in advertising, turnover, packaging and on-time delivery. About 1 out of 3 retailers thought it offered good margins.

Film: It should come as no surprise that Kodak is the key line, with a top overall performance rating from 90.3% of the retailers polled. In view of the heady competition in film, it is somewhat surprising that Kodak received such a high approval rating on profit margins. Some 83.3% cited its profitability for their high estimation of the line.

In Kodak's shadow in the study were Fuji with 7.1% of the vote; and Polaroid with 3.5%. □

It's in the cards for the Big Three

The Big Three dominate again, while Bic stands out in writing instruments; Sheaffer Eaton in date books.

Hallmark and American Greetings strengthened their already solid position in three major stationery categories.

In greeting cards, for instance, front-runner American Greetings was favored for its overall performance this year by 45% of merchants, compared to 33.7% last year. By the same token, Hallmark climbed to second place this year increasing its overall approval rate from 21.8% of the merchants in 1986 to 25.2% this year.

The two companies repeated their performances in party ware where Hallmark was the pick of 27.3% (up from 23.5% last year) and American Greetings 18% (up from 15.7%).

In writing implements, Bic dominated, commanding the greatest approval of nearly half of the buyers.

Greeting Cards: In recognizing American Greetings this year for its cooperation in "providing innovative, high quality greeting cards and related products," K mart reflected the high regard discount retailers have for the producer. In the *CSA* study, American Greetings was given a top performance rating by 58.7% of the discount chains canvassed. Discounters particularly liked the company's co-op advertising policy, and also gave high marks to the line's profitability.

Hallmark was the favorite of 50.5% of the department stores. American Greetings was second with 24.2%. Although Hallmark outpointed American Greetings on all criteria, American Greetings' greatest weaknesses and Hallmark's greatest strengths here were consumer ad support and sell-through. Hallmark scored high on these criteria with 58.3% and 53.8% respectively compared to 16.7% and 15.4% for American Greetings.

In the overall picture, American Greetings increased its first place share in 1987 to 45% from 33.7% in 1986. Because of its strength in department stores, Hallmark was second with 25.2%, followed by Ambassador with 12.6% and Gibson, the second place finisher in 1986, 11.6%.

Date Books: Its strong co-op and consumer advertising programs has made Mead the date book darling of the discount stores, with a 58.5% share of the vote. The company was given high ratings by well over 50% of the mass merchants on all criteria except one—profit margin, which was approved by 42.9%. Its nearest competition is Sheaffer Eaton with 7.5%.

Mead's date book profile in department stores is non-existent. No department store mentioned the line. Sheaffer Eaton took up the slack, earning the endorsement of 49.2% of the buyers, followed by Hallmark with 23%; and Lotz of London, 14.8%.

Apparently department stores were willing to sacrifice margin for ad support. While 45.5% of the respondents are happy with Sheaffer's profit margins, 50% like its consumer and co-op ad support and turnover rate. Only Hallmark performed better in co-op advertising with the remaining 50%.

Mead's showing in discount chains enabled it to earn a top 37.1% share of the datebook market. Scheaffer followed with 22.2%.

Writing Instruments: Thanks to the overwhelming support from discount and generally good acceptance in department stores, Bic has garnered a 43% share of the retailer support of writing instruments. Bic

Department stores: Hallmark tops in cards, party ware

Brand	Total performance	Brand mentions	Good profit margins	Co-op ads	On-time delivery	Consumer ad support	Sell-through	Packaging	Sales & service	Turnover rate
Greeting cards										
1. Hallmark	50.5%	66.7%	38.5%	55.6%	53.8%	58.3%	53.8%	54.5%	50.0%	41.7%
2. American Greetings	24.2	46.7	30.8	33.3	30.8	16.7	15.4	18.2	25.0	25.0
3. Gibson	8.4	20.0	7.7	11.1	7.7	8.3	7.7	9.1	8.3	8.3
Date books										
1. Sheaffer Eaton	42.6	41.7	36.4	50.0	40.0	50.0	40.0	42.9	42.9	50.0
2. Hallmark	23.0	16.7	18.2	50.0	20.0	16.7	20.0	28.6	28.6	25.0
3. Lotz of London	14.8	25.0	27.3	—	20.0	—	10.0	14.3	14.3	12.5
Writing instruments										
1. Cross	55.1	66.7	45.5	54.5	55.6	66.7	58.3	50.0	50.0	58.3
2. Sheaffer Eaton	24.7	33.3	18.2	9.1	22.2	25.0	33.3	33.3	30.0	25.0
3. Bic	13.5	25.0	9.1	18.2	11.1	16.7	16.7	8.3	10.0	16.7
Party ware										
1. Hallmark	58.5	66.7	44.4	57.1	55.6	62.5	62.5	62.5	62.5	62.5
2. Contempo	26.2	44.4	33.3	14.3	22.2	12.5	37.5	37.5	25.0	25.0
3. American Greetings	7.7	22.2	11.1	14.3	11.1	12.5	—	—	12.5	—

Source: *Chain Store Age*/Leo J. Shapiro & Associates

was picked by 63.1% of the discount chains, and 43.9% of the department stores. Bic's only significant competition in the discount realm was Paper Mate, cited by 27.7%.

Bic scored particularly high with discounters on turnover and on-time delivery, with approval registered here by 77.8% and 72.2% respectively.

It is quite a different cast of characters on the department store scene where Cross, a line not carried by discounters canvassed, is the star with a 55.1% share. Sheaffer Eaton, also not represented in discount establishments, was in second place with 24.7%. Bic had 13.5% share, while Parker, a line that did not score with any discounters in any of the nine performance criteria, has a favorable performance rating by 12% of the department stores.

Cross took over 50% of the votes on all criteria except one: profit margins. Some 45.5% of the department store were pleased with its margins. Sheaffer Eaton and Parker each were reported to offer good margins by 18.2% of the department stores.

Party Ware: Hallmark retained its No. 1 position as supplier of party goods. In fact, it even increased its share of the market from 23.5% in 1986 to 27.3% this year.

Probably the most significant change in the picture, though is the rise of C. A. Reed and fall of Gibson in retailer estimates. Reed climbed to second place in party goods, increasing its share from 12.4% to 21.6%. Gibson, on the other hand, placed second in 1986, but did not make the list this year since it was only evaluated by 4.5% of the discount chains, and no department stores. Meanwhile, American Greetings stayed in third place with 18.2% buyer approval.

When it comes to merchandising party goods, discounters tend to go with a wider range of resources than do department stores. C. A. Reed proved the most popular of four lines discounters feel have merit. Reed was picked for overall performance by 31.5% of the discounters, while American Greetings was cited by 14.3; Hallmark, 9%.

Profitability, turnover, and sell-through were Reed's strong points with discounters. They were appar-

Discount chains: American Greetings, Ambassador make waves

Brand	Total performance	Brand mentions	Good profit margins	Co-op ads	On-time delivery	Consumer ad support	Sell-through	Packaging	Sales & service	Turnover rate
Greeting cards										
1. American Greetings	58.7%	85.7%	63.2%	80.0%	53.3%	55.6%	65.0%	52.6%	52.6%	50.0%
2. Ambassador	21.0	38.1	21.1	20.0	20.0	22.2	20.0	21.1	15.8	27.8
3. Gibson	14.0	42.9	10.5	26.7	13.3	5.6	10.0	10.5	10.5	27.8
Date books										
1. Mead	58.5	53.3	42.9	66.7	57.1	72.7	57.1	57.1	61.5	57.1
2. Design House	7.5	6.7	7.1	8.3	7.1	9.1	7.1	7.1	7.7	7.1
3. Sheaffer Eaton	6.6	13.3	7.1	8.3	7.1	—	7.1	14.3	—	7.1
Writing instruments										
1. Bic	63.1	90.0	52.6	56.3	72.2	64.7	63.2	52.6	66.7	77.8
2. Paper Mate	27.7	65.0	26.3	50.0	11.1	35.3	26.3	31.6	33.3	11.1
3. Empire Pencil	9.9	20.0	15.8	—	16.7	—	15.8	10.5	6.7	11.1
Party ware										
1. C. A. Reed	31.5	43.8	46.7	18.2	21.4	23.1	40.0	28.6	26.7	42.9
2. American Greetings	24.3	50.0	13.3	45.5	35.7	30.8	6.7	21.4	33.3	14.3
3. Ambassador	19.8	18.8	13.3	18.2	21.4	23.1	20.0	21.4	20.0	21.4

Source: *Chain Store Age*/Leo J. Shapiro & Associates

ently enough to offset American Greetings' advantage in advertising support, on-time delivery, and sales and service.

Department stores, on the other hand, were prone to stick with two major sources: Hallmark and Contempo. According to the *CSA* study, the former had a 58.5% share; the latter, 26.2%. Hallmark was given high marks by department stores for its turnover, consumer advertising, sell-through, packaging and sales and service (each by 62.5% of the buyers).

They were less enamored with the line's profitability; only 44.4% of the respondents were satisfied here. Its performance there was still rated better than for Contempo, cited for good profit margins by 33% of the retailers. □

Timex and Monet shine the brightest

Both are cited by discount and department stores as strong performers. No others made the crossover.

Jewelry buyers tend to be very selective in their assortments of watches and costume jewelry. Stores usually zero in on one major brand of watch and two or three key lines in costume jewelry.

Watches: Timex is the key line in discount stores. More than 69% of the buyers in the mass merchandising chains considered it their top performer. Others cited by discounters in *CSA*'s survey are Lorus, favored by 17.4%; Casio, 8.3%; Seiko, 3.3%; Gerson, 1.7% and Rolex, under 1%. Timex overwhelmed the other brands in all eight of the criteria.

Watches are not a major category in department stores. The only brand to make a respectable showing is the Swatch watch, cited by 33% of the buyers. In second is Timex, selected by only 15.5% of the buyers. A fairly close third was Citizen, the choice of 12.4% of the respondents. Lorus and Seiko rounded out the selections with 6.2% and 3.1% share of the vote, respectively.

Costume jewelry: With its strong presence in both discount chains and department stores, Monet emerges as the top costume jewelry line in the two channels of distribution. Its overall performance was endorsed by 21.5% of the buyers. Some 17.8% of the discount buyers gave Monet a top performance rating, while 23.9% department stores voted for it.

Trifari, on the other hand, which ranked behind Monet in popularity, received no mention by discount stores, but gained votes from 27.1% of the department stores. The only other line to make a significant showing was Napier, selected by 14.8%.

Though more department stores found Trifari more profitable with greater turnover than Monet and Napier, Monet outscored Trifari in such areas as co-op and consumer advertising and packaging. Trifari fared better in on-time delivery, and was on equal footing with Monet on sell-through, the survey shows.

Costume jewelry assortments are somewhat more limited in discount chains. Other than Monet, the only lines receiving many mentions were Gerson, whose overall performance was rated tops by 15.8% of the discounters, and Napier with 6.9%.

Interestingly, many retailers were hard pressed to name a good performing jewelry line. This is reflected in the fact that the "other" classification received more mentions than any manufacturer on the list. □

Department stores: It's Swatch and Trifari

Brand	Total performance	Brand mentions	Good profit margins	Co-op ads	On-time delivery	Consumer ad support	Sell-through	Packaging	Sales & service	Turnover rate
Watches										
1. Swatch	33.0%	33.3%	35.7%	36.4%	33.1%	41.7%	30.8%	36.4%	30.0%	30.8%
2. Timex	15.5	26.7	7.1	18.2	15.4	25.0	15.4	9.1	20.0	15.4
3. Citizen	12.4	13.3	14.3	18.2	7.7	8.3	15.4	9.1	10.0	15.4
Costume jewelry										
1. Trifari	27.1	37.5	30.0	25.0	36.8	27.8	19.0	25.0	28.6	25.0
2. Monet	23.9	45.8	20.0	37.5	15.8	33.3	19.0	40.0	19.0	10.0
3. Napier	14.8	25.0	20.0	12.5	15.8	16.7	4.8	25.0	14.3	10.0

Source: *Chain Store Age*/Leo J. Shapiro & Associates

Discount chains: Buyers pick Timex and Monet

Brand	Total performance	Brand mentions	Good profit margins	Co-op ads	On-time delivery	Consumer ad support	Sell-through	Packaging	Sales & service	Turnover rate
Watches										
1. Timex	69.4%	77.8%	47.1%	69.2%	60.0%	85.7%	75.0%	66.7%	78.6%	76.5%
2. Lorus	17.4	38.9	11.8	23.1	26.7	14.3	6.3	26.7	21.4	11.8
3. Casio	8.3	22.2	23.5	7.7	—	—	6.3	6.7	14.3	5.9
Costume Jewelry										
1. Monet	17.8	21.1	21.4	20.0	7.7	18.2	14.3	23.1	25.0	14.3
2. Gerson	15.8	15.8	14.3	20.0	15.4	18.2	14.3	15.4	16.7	14.3
3. Accessories Assoc.	9.9	15.8	7.1	10.0	15.4	9.1	7.1	7.7	16.7	7.1

Source: *Chain Store Age*/Leo J. Shapiro & Associates

Electronics to stay soft

With the exception of only the savviest operators, profits in consumer electronics retailing this year have come to those merchants capable of racking up the sales increases needed to cover shrinking margins.

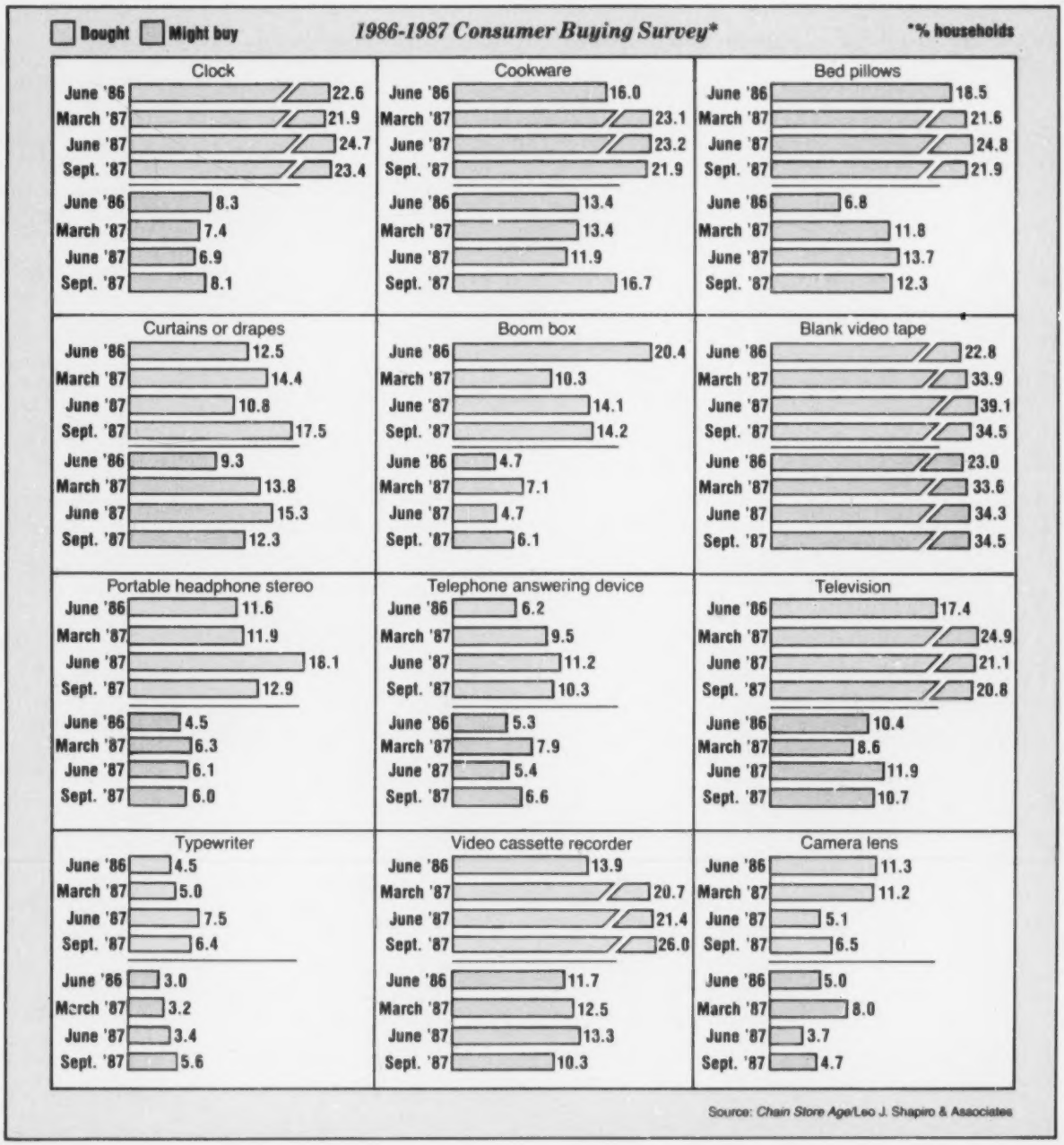
According to the latest *Chain Store Age*/Leo J. Shapiro & Associates MarkeTrends survey, both sales and profit gains for the department in the final two quarters will be even more difficult to achieve.

The most recent nationwide telephone sweep of 450 MarkeTrends families reveals that customers are hauling in their buying plans for home electronics products.

Of the six consumer electronics products in the current poll, four—including VCRs, boom boxes, headphone audio and telephone answering devices—are recording drops in customer buying plans. Blank video tape is flat, according to the survey. Only televisions are set for modest increases.

Video cassette recorder imports have been lagging behind 1986 totals, and the MarkeTrends poll shows that VCR sales will start to fall from last year's record-high levels.

Compared to six month-ago figures, 18% fewer of the MarkeTrends



Source: *Chain Store Age*/Leo J. Shapiro & Associates

families say that they plan on buying a VCR sometime within the next year. Still, it is unlikely that the softness in the market is really that deep. *Chain Store Age* estimates that VCR sales in the next 12 month period will fall, but only by about 4%.

Blank video tape seems to have hit a snag, too. Many manufacturers have already reined in early-year sales projections, and the latest MarkeTrends sweep indicates that more conservative estimates are on the mark. Compared to figures recorded six months ago, 3% more families now say that they expect to buy blank tape in the next 12 months.

Actual sales, however, might have trouble keeping up with even that modest pace. The MarkeTrends families are giving preliminary indications that they will buy fewer blank video tapes per household, thus holding down the market's total size.

Customer interest in portable audio—including both headphone audio and boom boxes—is down in the latest MarkeTrends sweep. Compared to results recorded six months ago, 5% fewer families say they will buy a headphone stereo this year, and 14% fewer think they will buy a boom box.

***Expected sales of blank video tape** is up only 3% from six months ago.*

More surprising, however, is the potential softness in the market for telephone answering machines. Compared to six-month ago figures, 20% fewer MarkeTrends families report that they will buy a telephone answering device sometime within the next 12 months.

Once again, though, the MarkeTrends survey is probably overstating the results. *Chain Store Age* projects that TAD sales in the next year will equal, or slightly exceed, results recorded over the past 12 months.

Televisions should turn in a similar performance, according to the poll. Customer buying plans are up over the last six months and are running slightly ahead of 1986 totals. □

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July sales rise 9.5%, profits to gain more

The nation's biggest retailers reported only ho-hum sales increases in July. For the 19 retail companies tracked by *Chain Store Age*, volume was ahead a modest 9.5% compared to the same period a year ago. Sales for the first half of the current fiscal year are up 10.3% from 1986.

But the summer's lukewarm gains are probably best interpreted as good news. Seasonal merchandise moved briskly in May and June, leaving few goods to mark down in July.

At Sears, the country's largest retailer, July volume was ahead a leisurely 2%, while fellow catalog giant J. C. Penney recorded sales up 1.6% for the month. Montgomery Ward, on the other hand, not only outpaced both Sears and Penney, but also outran its own first-half performance. Ward volume gained 8.4% in July and for the first six months is 7.6% ahead of 1986 totals.

Dayton Hudson recorded the best sales gains among the diversified retail companies with a 15.7% sales jump in July. But troubles at its Mervyn's division continue to plague Dayton Hudson, and profits for the second quarter will suffer, the company said.

Top management spent the month figuring how to spurn the Haft family's announced bid for the Minneapolis-based company.

Carter Hawley Hale management spent the month riding herd on the company's split into two new companies—a department store company and a specialty store company. Sales in July for combined operations were up 7.3%.

May Department Stores recorded a 7% sales gain overall for the month, but same-store results were problematic. Comparable-store sales at its Venture discount division fell 2.3% in July and are only 1.1% ahead for the first six months.

May's Connecticut-based Caldor discount stores are registering a 7.3% same-store gain in the first half, but much of the increase is the result of efforts to clear merchandise out of the former ADG division and conform its merchandising strategy with other May divisions. Industry watchers estimate that Caldor is not profitable this year.

Most retailers, however, will turn their modest sales gains into respectable profits for the second quarter. At press time Carter Hawley Hale, K mart, May Dept. Stores, Sears, Wal-Mart, Montgomery Ward, Woolworth and Zayre all were expected to report double-digit profit gains for the second quarter.

Performance over the last three months likely will be a good predictor for the rest of the year. Sales have been solid, but not spectacular over the quarter. Soft goods are outperforming hard lines, where both sales and margins are under heavy and increasing pressure. Profit gains this year are the combined result of more disciplined buying, better inventory control and more favorable tax rates.

Clearly on a roll this year is Montgomery Ward. The Chicago-based chain recorded second quarter profits gaining 36% in the second quarter and up 69% for the first half. Sales for the first six months are 7.6% ahead of 1986 totals.

At Sears, the nation's largest retailer, profits for its Merchandise Group in the second quarter were $170.8 million, compared to $166.2 million the year before. For the first half, however, Sears Merchandise Group net earnings totalled $202.1 million, compared to $208.3 million in the first six months of 1986.

Sales no scorcher, but profits hot

Major chains	% change	July sales* 1987	July sales* 1986	Stores 1987	Stores 1986	6-mo. sales* 1987	6-mo. sales* 1986	% change
Sears[1,2]	+ 2.0	$2,004,069	$1,965,087	807	800	$12,460,046	$12,038,446	+ 3.5
Penney[2]	+ 1.6	843,000	830,000	1,846	1,902	5,923,000	5,685,000	+ 4.2
Ward	+ 8.4	333,002	307,234	296	291	2,025,979	1,882,907	+ 7.6
May Dept. Stores	+ 7.0	625,600	584,800	2,848	2,210	4,651,600	4,240,400	+ 9.7
Dayton Hudson	+ 15.7	683,600	590,900	514	N/A	4,352,300	3,821,000	+ 13.9
Federated[3]	+ 5.6	537,100	508,400	519	486	3,868,100	3,667,100	+ 5.5
Carter Hawley Hale	+ 7.3	245,700	228,900	320	304	1,682,100	1,566,800	+ 7.4
Mercantile	+ 4.7	135,501	129,430	82	80	927,840	871,533	+ 6.5
Carson Pirie Scott[4]	+ 11.1	50,200	45,188	N/A	N/A	362,100	308,359	+ 17.4
K mart[5,6]	+ 6.8	1,777,400	1,664,900	2,200	2,183	11,404,800	10,556,500	+ 8.0
Wal-Mart	+ 35.6	1,222,000	901,000	1,133	956	6,945,000	5,115,000	+ 35.8
Zayre	+ 11.3	378,000	339,600	1,026	1,026	2,700,100	2,285,000	+ 18.2
Woolworth[2]	+ 7.3	279,000	260,000	N/A	N/A	1,865,400	1,753,700	+ 6.4
Ames	+ 11.8	135,500	121,200	468	452	932,000	813,300	+ 14.6
Bradlees	+ 11.9	122,000	109,000	166	156	867,000	779,000	+ 8.5
Tandy[2]	+ 7.8	223,818	207,524	N/A	N/A	1,368,349	1,251,819	+ 9.3
Circuit City	+ 33.8	99,000	74,000	92	90	500,300	357,800	+ 39.8
Federated Group	− 3.3	26,100	27,000	56	60	176,200	184,800	− 4.6
Best Buy	+ 169.0	33,900	12,600	29	13	155,000	71,954	+ 115.4
Totals & Avc.ages	+ 9.5	$9,754,490	$8,906,763	—	—	$63,167,214	$57,250,418	+ 10.3

*000 omitted. N.C. = no change. N/A = not available.
[1]Store number for full-line outlets only. [2]Domestic operations only. [3]Excludes supermarket sales. [4]Retail division only. [5]Continuing operations only. [6]Store number for K mart stores only.

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